SEPTEMBER 7, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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It was a banner $48.1 million July for network television Page 80

WXEX-TV

Merchandising

1st

1. FEATURE FOODS MERCHANDISING
2. COMMUNITY CLUB AWARDS
3. IN-STORE FOOD DISPLAYS
4. IN-STORE DRUG DISPLAYS
5. IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
6. STORE WINDOW DISPLAYS
7. BARGAIN BAR PROMOTIONS
8. MAILINGS TO RETAILERS
9. PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
10. REPORTS TO FOOD ADVERTISERS
11. PROMOTIONAL SPOTS
12. NEWSPAPER ADS

NBC-TV BASIC

Tom Tinsley
President

Irvin Abeloff
Vice Pres.

in the rich market of Richmond & Central Virginia

National Representatives: **Select Station Representatives** in New York, Boston, Philadelphia, Baltimore, Washington **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, New Orleans; **Daren F. McGavren Co.** in Chicago, St. Louis, Detroit and on West Coast

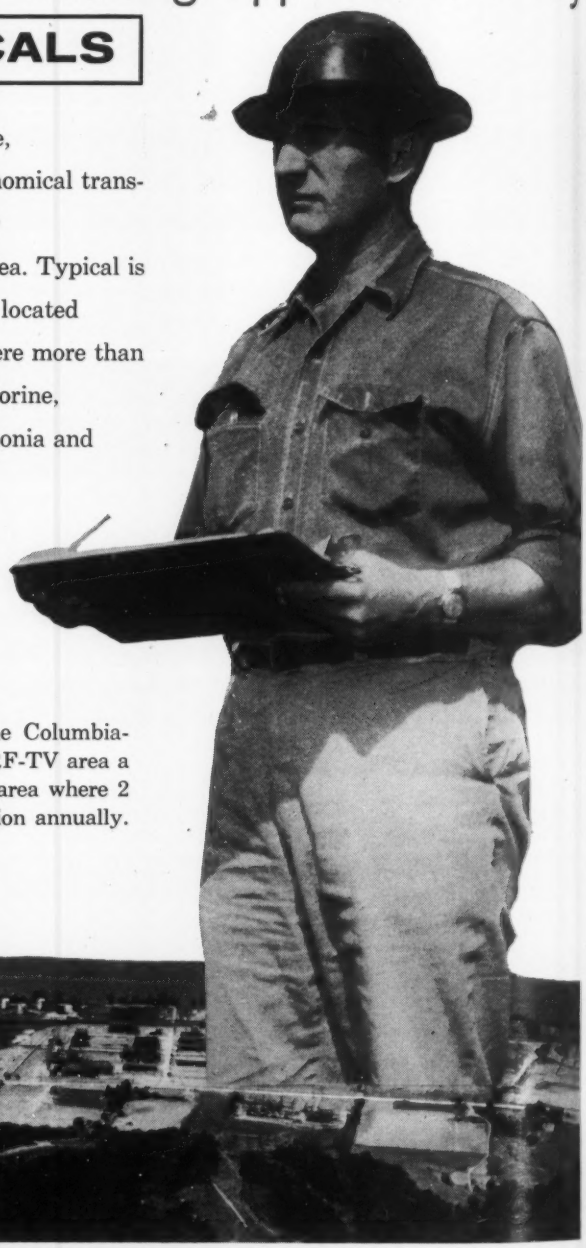
WHEELING: 37* TH TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 13 IN A SERIES: CHEMICALS

With the deep salt wells supplying the essential brine, and the broad Ohio River furnishing economical transportation facilities, a rich, thriving chemical industry has arisen in the bountiful WTRF-TV area. Typical is this Columbia-Southern Chemical Corporation plant located at Natrium, W. Va., just south of Wheeling. Here more than 1,000 employees are engaged in the production of chlorine, caustic soda, chlorinated hydrocarbons, ammonia and titanium tetrachloride.



- More than $5 million annual payroll dollars of the Columbia-Southern Chemical Corporation help make the WTRF-TV area a *super* market for alert advertisers . . . a 39-county area where 2 million people have a spendable income of $2½ billion annually.

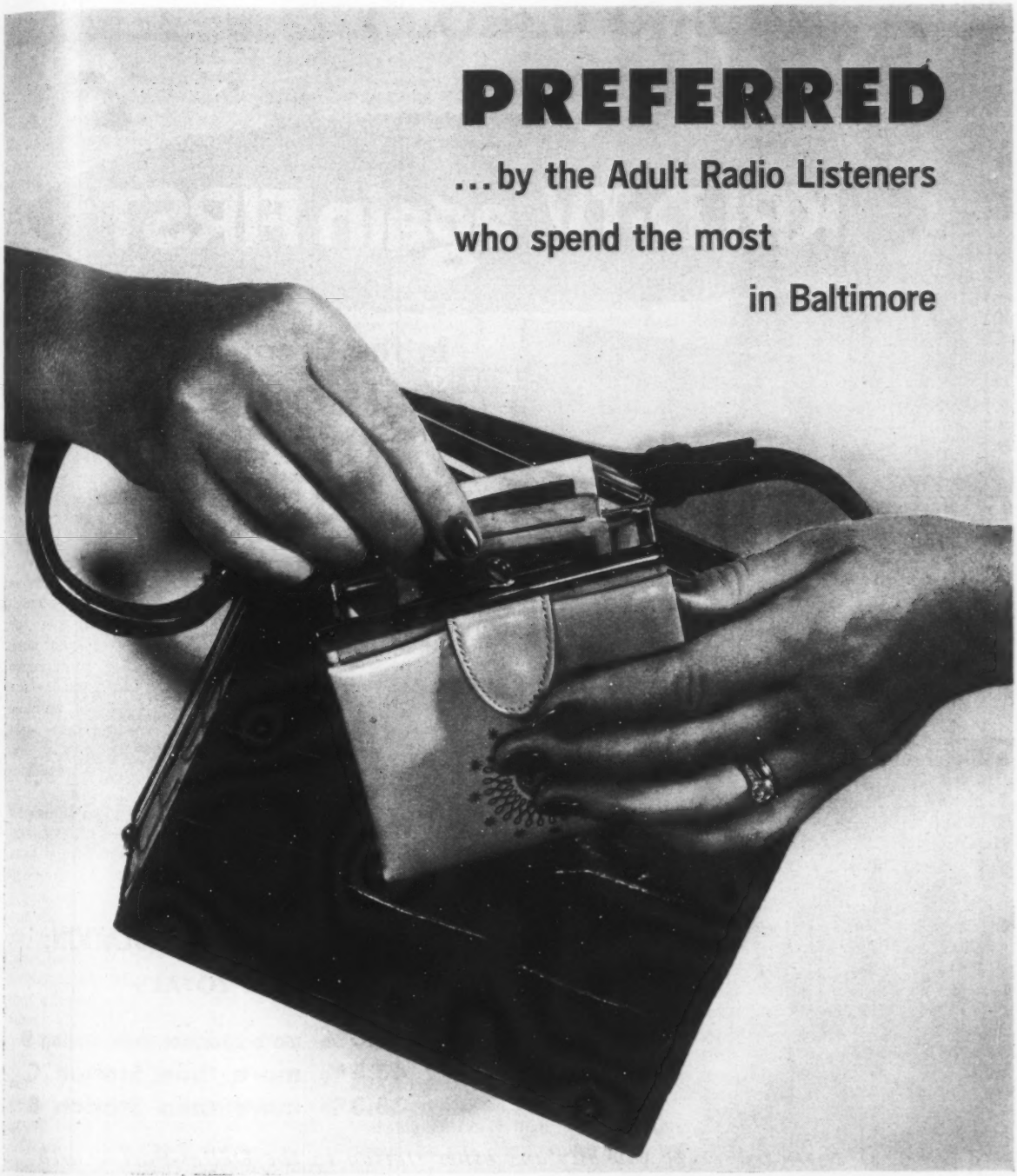
For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

CHANNEL



WCBM adult-level programming offers the most to the listeners who spend the most! Month after month adult listenership surveys* prove our point! That's why WCBM is preferred by advertisers in all fields when they want to reach the people with money to spend in this huge and growing market!

***Nielsen Adult Listenership Surveys.**

WCBM

A CBS Radio Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

KRLD-TV again FIRST

in the Great
DALLAS-FORT WORTH MARKET

The Latest Nielsen
proves continued superiority
Monday through Friday . . .
6 a.m. to 6 p.m.
Sunday through Saturday . . .
6 p.m. to Midnight

COMPARATIVE CIRCULATION:
STATION TOTALS

KRLD-TV delivers 107.0% more audience than Station D
48.5% more than Station C
38.3% more than Station B

If you buy any other station in the Dallas-Fort Worth Market, we both lose money.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Tax bite • Major tv station in top-bracket market has been hit by Internal Revenue Service ruling out of San Francisco office, requiring tv feature films to be amortized on strict unit basis. This is second such ruling out of San Francisco (BROADCASTING, May 18). IRS unit's ruling is in conflict with entertainment industry practice of attaching prime importance to first-run showings. Under IRS district formula, tv station leasing 500 films from one distributor, with five showings permitted each film, can only amortize 1/2,500th of total lease value for each showing. Common practice is to ascribe some 60% of film's total value to first run. If IRS San Francisco formula were generally applied, many tv stations would face claims for millions in back taxes.

IRS Washington headquarters has never faced question of tv film amortization by stations, top official said. It has Tax Rulings Division which can issue advance rulings on prospective transactions or current-year situations not reflected on taxpayer's return. In addition, taxpayer can ask district review; appeal to Tax Court, or pay tax and go to U.S. District Court or Court of Claims.

Regional rally • In process is regional broadcasters organization to defend class II and class III radio stations from demands of daytimers for 6 a.m. to 6 p.m. operation on all channels without directional antennas which regionals say would affect their coverage Spearheading effort is Payson Hall, treasurer of Meredith Publishing Co. and director of its radio and tv operations (KCMO-AM-TV Kansas City; WHEN-AM-TV Syracuse; KPHO-AM-TV Phoenix; WOW-AM-TV Omaha and KRMG Tulsa). Project contemplates Washington representation of group to resist any moves which might degrade existing service. Clear Channel Broadcasting Service, organized three decades ago, has consistently fought inroads.

One immediate effort will be to counter opposition of Daytime Broadcasters Assn. to ratification of NARBA treaty and Mexican agreement governing allocation of am channels among North American nations. Special Senate Foreign Relations Subcommittee postponed ratification this session (GOVERNMENT, *Aug. 10*) *with announcement that it will not act until next January, despite urgings by FCC and State Dept. that approval is essential if chaos is to be avoided in broadcast band.*

Olympic contract • Organizing Committee for Winter Olympics in San Francisco is considering possibility of suing for alleged breach of contract. ABC originally had rights to broadcast winter games from Squaw Valley, Calif., but surrendered them and they have been picked up by CBS, which also has acquired rights to summer Olympics in 1960. ABC reportedly withdrew when CBS landed summer games, claiming it had first-refusal rights but was not given opportunity to bid. Organizing committee retort is it made no such pledge and is exploring legal avenues to ascertain if suit is possible.

Air check • Dept. of Justice investigators on trail of Alexander L. (Sandy) Guterma's involvement with Generalissimo Trujillo of Dominican Republic (see page 68) had their job made easier by Mr. Guterma's high-flying habits. Some of telephone calls mentioned in grand jury indictment were placed from his private plane en route between U.S. and Dominican Republic. Records of calls showed both party calling and party called as well as fact that he was traveling at time. Information segregated calls from others on company's phone bills.

Ch. 2 in, ch. 7 out • There will be no hearing on Miami ch. 7 case until after conclusion of Mack-Whiteside jury retrial, under FCC order last Friday. Hearing was tentatively scheduled for Sept. 14 in Philadelphia before Judge Horace Stern, but FCC saw logic in motion of Mack counsel seeking postponement on ground that it might prejudice interests of former FCC Comr. Richard A. Mack. Octogenarian Judge Stern had selected his home town of Philadelphia rather than Washington or Miami for ch. 7 proceeding involving alleged *ex parte* influences in decision which gave facility to Biscayne (WCKT) headed by Niles Trammell, former NBC president, over three competing applicants.

In same action which effects deferment of Miami ch. 7, FCC expedited proceedings on St. Louis ch. 2 (KTVI), involving alleged improprieties in shifting that channel from Springfield, Ill. It instructed FCC Counsel Ed Holtz to complete preparation of case to "proceed forthwith" before Judge Stern. Whether this proceeding will be held in Washington, St. Louis, Springfield or Philadelphia, is up to Judge Stern.

Affiliate elections • Four new faces slated to join lineup of CBS Radio Affiliates Assn.'s board of directors at meeting Sept. 22, eve of affiliates convention in New York. In election results to be announced shortly, E.K. Hartenbower, KCMO Kansas City, named District 7 director to succeed Frank Fogarty, WOW Omaha; A.R. Hebenstreit, KGGM Albuquerque, succeeds J.C. Kellam, KTBC Austin, Tex., in District 8; J.W. Wright, KSL Salt Lake City, succeeds Westerman Whillock, KBOI Boise, Idaho, in District 9. Terms of Messrs. Fogarty, Kellam and Whillock are expiring. Meanwhile, board has appointed Ames Brown Jr., WPRO Providence, to District 1 seat vacated by resignation of Creighton Gatchell, WGAN Portland, Me. Three directors-at-large to be elected at Sept. 22 meeting along with chairman, vice chairman and secretary-treasurer.

P&G specials • Procter & Gamble, whose tv advertising strategy has been light on specials, plans to step up pace. Company, for its Crest toothpaste, has entered verbal order for sponsorship of both ends of NBC-TV's "What Makes Sammy Run," scheduled Sept. 27 and Oct. 4. Crest also will be advertised on that network's *Tales of the Plainsman*. Agency is Benton & Bowles, New York.

Franchise? • Does tv station have rights to local World Series coverage, under rules of Baseball Comr. Ford Frick's office, if it's been telecasting regular season games of team that appears in fall classic? WGN-TV Chicago says yes and has appealed to Gillette Co. through its agency, Maxon Inc., for local rights apart from NBC-TV coverage if White Sox win.

Entrepreneur • F.M. (Scoop) Russell, who has spent 30 years in broadcasting (29 as NBC's Washington vice president and past year as RCA-NBC consultant) last week entered station ownership ranks—by marriage. Mrs. (Phoebe) Russell acquired 15% stock ownership in WICO Salisbury, Md., with FCC approval of transfer of 500 w daytimer on 1320 kc to Delmarva Broadcasting Co. for $80,000. Principal stockholder (85%) is Robert Doyle, Washington manager of TelePrompTer and former radio-tv producer.

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IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV

CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit

Dept. Store Sales	UP 17.5%
New Car Sales	UP 76.5%
Factory Payrolls	UP 26.3%
Car and Truck Output	UP 66.7%

And UP is definitely the word for WJBK-TV viewers

June and July ARB ratings were both 35.2% of audience. August is Up to 36.5%—28% higher than any other Detroit station.

(the highest CBS station in any 4-or-more station market.)

You know where your audience and sales are going with WJBK-TV— They're going UP!

a STORER station

CALL **KATZ**
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

WEEK IN BRIEF

MR. LEE

The power concept wins converts • The dribble-and-drab method of spreading advertising budgets too thinly over too many markets is criticized by a Chicago advertising agency executive. Rather, to win converts to your brand and away from competitors, advertisers must pump power into their punches through volume and frequency. This is what Keith H. Lee, vice president, D'Arcy Adv., Chicago, talks about in this week's MONDAY MEMO. Page **25.**

Detroit to the living room • Auto makers' introductory period to be lucrative one for broadcast media. As for tv, network spending is on the increase. A report on what the auto business is up to in radio and tv. Page **33.**

Brewers, drug advertisers go for tv • Drug advertisers spent a record $59.5 million on network and spot tv the first half of this year and nation's beer firms invested record of more than $22 million in first half, according to TvB reports. Page **40.**

Sense at last in equal time • Senate and House pass amendment to political broadcasting law to eliminate news programs of all kinds from political broadcasting law. Presidential approval expected. Page **46.**

Catv, booster bills clear committee • Senate Commerce Committee puts stamp of approval on bills to place catv under FCC jurisdiction and legalize vhf boosters constructed without official sanction. Page **52.**

Blackout of 20 million homes? • Dancer-Fitzgerald-Sample study shows how proposed antitrust exemption for baseball and other sports would deprive public of weekend telecasts. House subcommittee hears broadcasters oppose legislation. Page **56.**

TIO: Job seeks man • Functions of new Television Information Office spelled out as committee starts first round of interviewing for director's post. Headquarters space signed, drive for station support starts with more than $400,000 already pledged to industry-wide PR program. Page **60.**

New Guterma conspiracy charged • Federal grand jury says ex-Mutual president and his associates—for a $750,000 fee—pledged facilities of that network to Generalissimo Trujillo of the Dominican Republic to be used for propaganda broadcasts. Legal counts revolve around failure to register as foreign agents. The story behind it involves MBS commentators, a congressman, playboy-diplomat Rubirosa and other front page celebrities. Part of the alleged conspiracy involves questionable stock certificates on the network said to be in the hands of the Dominican dictator. Page **68.**

48.1 million-dollar July • For tv networks, gross time purchases go 17.1% higher than same month a year ago. CBS-TV alone is up 19.2%. Page **80.**

DEPARTMENTS

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HELP YOURSELF
to a
TRIPLE SCOOP
in
MICHIGAN

Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.

Mark These WILX-TV
MARKET FACTS:

POPULATION: 11th largest in the U.S.
(according to SRDS Consumer Market Data)

RETAIL SALES: 12th largest in the U.S.
(according to Sales Management Survey of Buying Power)

TV HOMES: 28th largest in the U.S.
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with
WILS—Lansing
WPON—Pontiac

UNPRECEDENTED

*SEPT. 15, 10-11 AM—LIVE: KHRUSHCHEV'S ARRIVAL. WITH DAVID BRINKLEY. • SEPT. 15, 9-9:30 PM—"THE VIP (I)." KHRUSHCHEV'S FIRST DAY IN THE U. S. WITH FRANK McGEE. • SEPT. 16, 1:30-3:15 PM—LIVE: KHRUSHCHEV AT THE NATIONAL PRESS CLUB. WITH DAVID BRINKLEY. • SEPT. 17, 7:30-8 PM—"THE VIP (II)." KHRUSHCHEV IN NEW YORK. WITH MARTIN AGRONSKY. • SEPT. 18, 3 PM—LIVE: KHRUSHCHEV AT THE U.N. WITH FRANK McGEE, PAULINE FREDERICK. • SEPT. 19, 9:30-10:30 PM—"THE VIP (III)." KHRUSHCHEV IN LOS ANGELES. WITH MARTIN AGRONSKY AND DAVID BRINKLEY. • SEPT. 20, 6:30-7 PM—"CHET HUNTLEY REPORTING." DETAILED REPORT AND INTERPRETATION OF THE KHRUSHCHEV TOUR. • SEPT. 21, 7:30-8 PM—"THE VIP (IV)." KHRUSHCHEV IN SAN FRANCISCO. WITH FRANK McGEE AND DAVID BRINKLEY • SEPT. 23, 10:30-11 PM—"THE VIP (V)." KHRUSHCHEV VISITING IOWA. WITH FRANK McGEE AND MORGAN BEATTY. • SEPT 24, 7:30-8 PM—LIVE: KHRUSHCHEV IN WASHINGTON. WITH RAY SCHERER, RICHARD HARKNESS. • SEPT. 27, 4-5 PM—LIVE: KHRUSHCHEV'S NEWS CONFERENCE IN WASHINGTON. • SEPT. 27, 6:30-7 PM—"CHET HUNTLEY REPORTING." COMPLETE SUMMARY OF THE KHRUSHCHEV VISIT. • DATES AND TIMES FOR THE SPECIALS ON THE EISENHOWER VISIT TO THE USSR TO BE ANNOUNCED

For the mighty, history-making events represented by these two men—the most comprehensive news coverage ever undertaken by a television network.

Twenty-five NBC News Specials—30 minutes to two hours in length, many in prime evening viewing hours—to keep millions of Americans at the center of the historic drama.

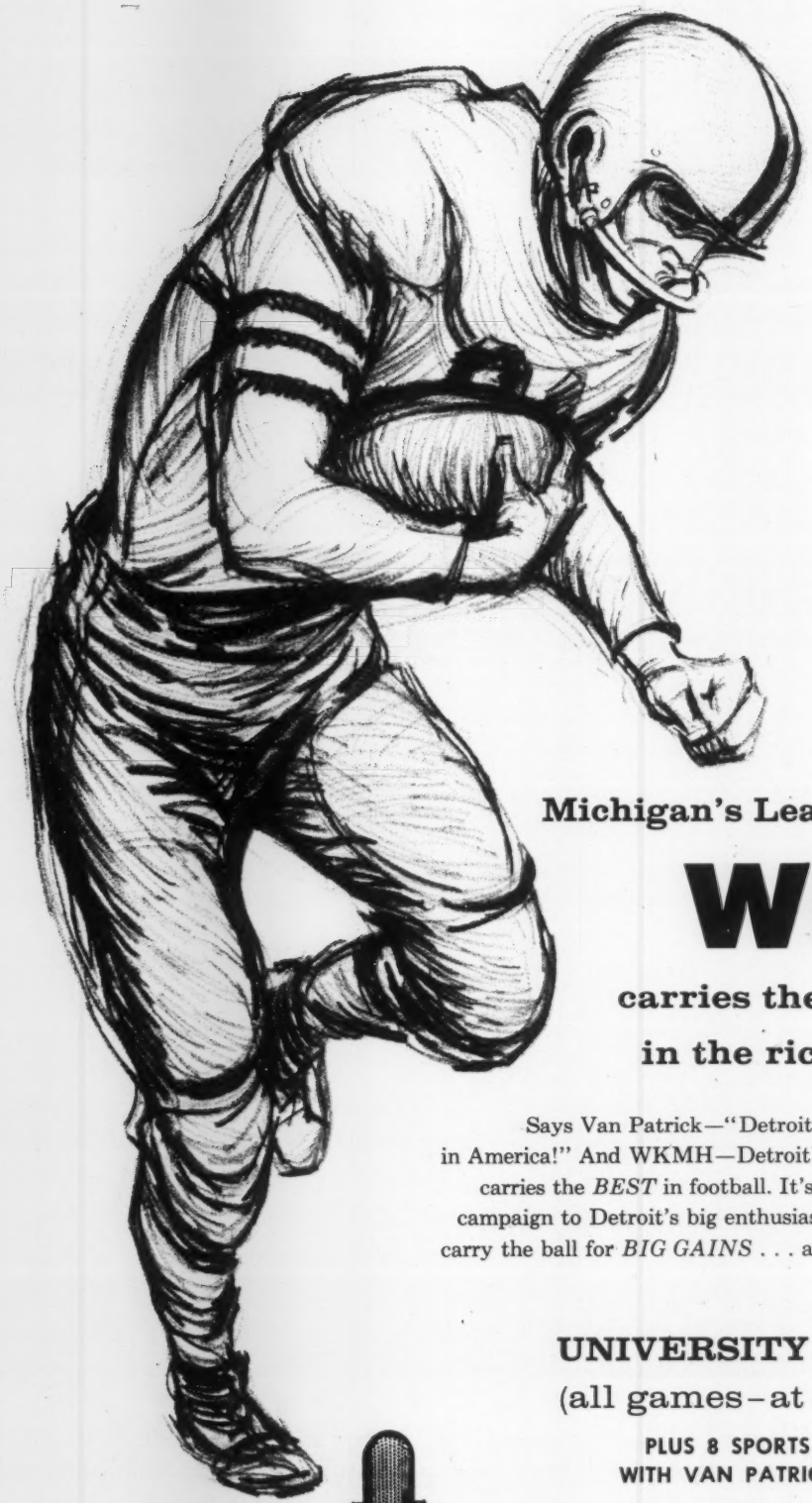
Graphic sight-and-sound reports from the world's largest and most experienced broadcast news organization, carried on all regular NBC Television Network news programs.

Interpretive comment by NBC Newsmen, including overseas correspondents specially flown in from their foreign posts.

Between September 15th and 27th, twelve NBC News Specials, featuring *live* and in-depth reports and analyses of Khrushchev's coast-to-coast journey through America.*

Vast, thorough, fast-moving...*unprecedented*. The answer of the network of Total Television to an historic challenge.

NBC TELEVISION NETWORK



Michigan's Leading Sports Station

WKMH

carries the ball for big gains in the rich Detroit market

Says Van Patrick—"Detroit is one of the greatest sports towns in America!" And WKMH—Detroit's dominant sports station—carries the *BEST* in football. It's smart strategy to key your Fall campaign to Detroit's big enthusiastic football audience. Let WKMH carry the ball for *BIG GAINS* . . . at the lowest cost per thousand.

UNIVERSITY OF MICHIGAN

(all games–at home and away)

PLUS 8 SPORTS PROGRAMS DAILY
WITH VAN PATRICK AND FRANK SIMS

CBS RADIO

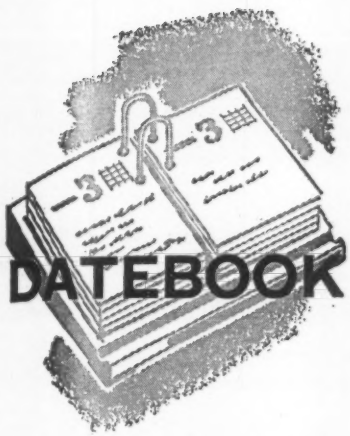
WKMH

DETROIT•DEARBORN

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

SEPTEMBER

*Sept. 9-11—National Assn. of Educational Broadcasters, National Education Assn. Building, Washington, D.C., Conference on feasibility and role of state and regional networks in educational broadcasting.

Sept. 10—Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

*Sept. 10-11—NBC Radio sales and programming meeting for network's owned-operated stations, Merchandise Mart, Chicago.

Sept. 11-12—Country Music Assn. Board of Directors, Springfield, Mo.

Sept. 11-13—Southwest stereo/hi-fi show, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12-13—Annual fall meeting, Illinois News Broadcasters Assn., Hotel Leland, Springfield.

Sept. 13-16—Assn Canadienne de la Radio et de la Television de Langue Francaise, annual meeting, Alpine Inn, Ste. Marguerite, Quebec. Reservations through Andre Daveluy, CKAC Montreal. On agenda will be discussion of Board of Broadcast Governors' proposed regulations (BROADCASTING, Aug. 10).

Sept. 15—Premium Advertising conference, Hotel Astor, N.Y.

*Sept. 16—Radio & Television Executives Society luncheon, Grand Ballroom, Hotel Roosevelt, New York. Robert F. Kennedy, chief counsel, Senate Select Committee on Improper Activities in the Labor & Management Field, speaks on racketeering and other abuses in the communications industry.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of Motion Picture Producers & Laboratories of Canada, Montreal.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-18—Institute of Radio Engineers, engineering symposium, Sheraton-Plaza Hotel, Boston.

Sept. 17-19—Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago. Also annual awards meeting.

Sept. 18-19—National Assn. of Fm Broadcasters (formerly Fm Development Assn.) convention, Palmer House, Chicago.

Sept. 18-20—Eighth Chicago stereo/hi-fi show, Palmer House, Chicago. Public can hear stereo music being recorded. More than 100 U.S. and European manufacturers' products on display. Attendance of 35,000 expected.

Sept. 18-20—Southwest stereo/hi-fi show, Hotel Adolphus, Dallas, Tex.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

Sept. 20—UPI Broadcasters-Telecasters of Louisiana, organizational meeting, Hotel Frances, Monroe.

Sept. 21—AP Radio & Tv Assn.'s board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.

Sept. 21-22—Louisiana Assn. of Broadcasters, Frances Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting" and Fred A. Palmer, Worthington, Ohio, sales consultant, who will speak on "Put Your Best Foot Forward."

Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 23—Comments due on FCC proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco. Reply comments due Oct. 8. Dockets 11759 (Fresno-Bakersfield) and 12946 (Sacramento-San Francisco-Reno).

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 23-26—National Sales Executives-International sales-marketing congress, Berlin, West Germany.

Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—North Dakota Broadcasters Assn., Valley City.

Sept. 25-26—Ninth annual Broadcast Symposium, Institute of Radio Engineers and American Institute of Electrical Engineering, Willard Hotel, Washington.

Sept. 26-27—American Women in Radio & Television, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

Sept. 28—Start of eight-week workshop series sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago. Nine different clinics are scheduled in such areas as radio-tv, copywriting, publicity and public relations, production, marketing and merchandising, media, art and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

*Sept 29—Wisconsin Fm Clinic, fourth conference, Center Building, U. of Wisconsin, Madison.

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

Sept. 30-Oct. 1—Illinois Broadcasters Assn. annual meeting, St. Nicholas Hotel, Springfield.

*Sept. 30-Oct. 2—National Assn. of Broadcast Employes & Technicians, constitutional convention, Sheraton-Blackstone Hotel, Chicago.

OCTOBER

Oct. 1—Oral argument before FCC on protest by Philco Co. against license renewals of WRCV-AM-TV Philadelphia, owned by NBC. Philco claims RCA-owned stations are unfair competition since stations are identified with RCA, a competitor to Philco in the radio-tv and appliance fields. Docket No. 13,085.

Oct. 2-5—National Sales Executives-International, board of directors meeting, Roosevelt Hotel, New York.

*Oct. 3—AP Broadcasters of Ohio, Press Club of Ohio, Columbus.

Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-7—Institute of Radio Engineers' fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—Society of Motion Picture & Television

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

RICHARD CONTE

VITTORIO DE SICA

CHECK YOUR MARKET TODAY!

ITC

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

WCSH-TV 6

NBC Affiliate **Portland, Maine**

ARB BARES FACTS THAT BEAR REPEATING

Five straight years of surveys taken in our service area have shown that you get a bigger, more receptive audience on "6".

This combination of superior coverage and viewer preference was most recently confirmed in the April '59 area ARB.

Ask your Weed TV man for the details.

Remember, a matching spot schedule on Channel 2 in Bangor saves an extra 5%.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV (6), Portland
WLBZ-TV (2), Bangor
WLBZ-Radio, Bangor
WCSH-Radio, Portland
WRDO-Radio, Augusta

Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society**, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices **IRE, Signal Corps** and **Armour Research Foundation**, Museum of Science & Industry, Chicago.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, **Assn. of National Advertisers**, Savoy-Hilton Hotel, New York.

Oct. 8-9—Advertising Federation of America third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

Oct. 8-10—Alabama Broadcasters Assn. fall meeting, U. of Alabama.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

Oct. 9-10—North Carolina Assn. of Broadcasters and **American Women in Radio & Television**, fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.

Oct. 9-11—New York State members of **American Women in Radio & Television** conference, Otesaga Inn, Cooperstown.

Oct. 10—Ohio Assn. of Broadcasters, Athletic Club, Columbus.

*Oct. 12-14—National Electronics Conference, Hotel Sherman, Chicago.

Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 14-17—Radio-Television News Directors Assn.'s annual awards at international convention (see above). Entries in the contest must be postmarked before midnight, Sept. 1.

Oct. 15—Beginning of the eight annual NAB Fall Conferences. For full list of dates and places, see special listing below.

*Oct. 15-16—American Assn. of Advertising Agencies, central region annual meeting, Drake Hotel, Chicago.

*Oct. 16—l'Alliance Radiophonique Francaise, panel discussion, Jesus Mary Auditorium. Reception-banquet, White's Restaurant, Fall River, Mass.

*Oct. 18-20—Texas Fm Broadcasters, Driskill Hotel, Austin. Cocktail party-ball, Oct. 17.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

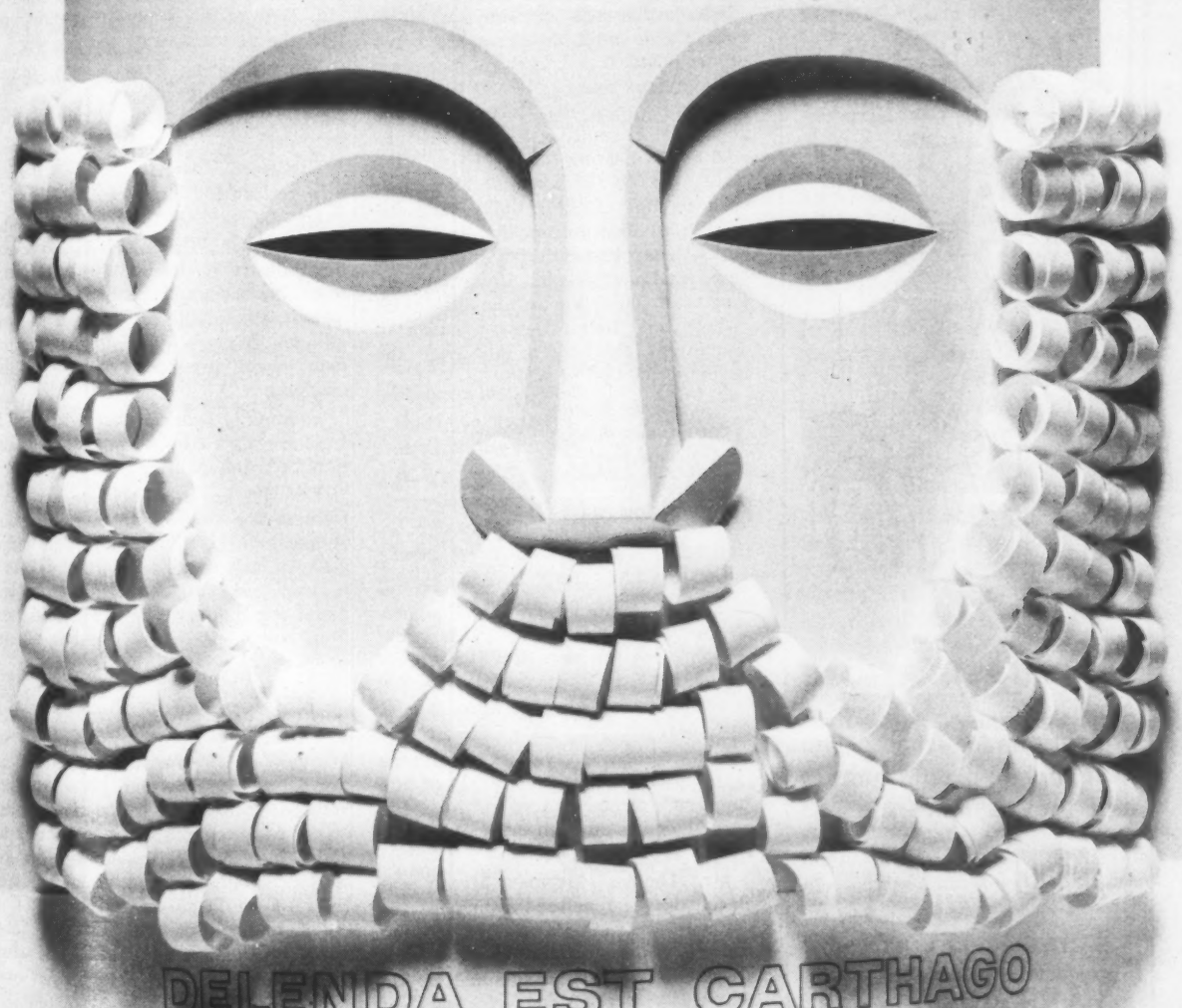
RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.

THE COMMERCIAL THAT MADE HISTORY

Cato the Elder ended every speech before the Roman Senate with a "commercial"—"Carthage must be destroyed." (It was.) Today's commercial is more complicated, but often less effective—completely overshadowed by the show. . . . For sales with *profit*, you must look upon broadcasting as a *selling* business. **N. W. AYER & SON, INC.**

The commercial is the payoff



YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

NO DUPLICATION!
our Central Texas viewers are our own (not shared with overlapping programming) and they're more of 'em!

NBC
CHANNEL
KCEN-TV
TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

OPEN MIKE

Record payola story

EDITOR:

I was very much impressed with the lead piece BROADCASTING ran in the Aug. 31 issue on "payola." Naturally, I was flattered that my material from the deejay convention was considered important enough to use as the tag for it.

I hope that the people reading it will not get a wrong impression of what I said in Miami. I meant that I would "find better jobs for disc jockeys at larger outlets" and not that I would find them better jobs than disc jockeying. I think perhaps that my statement left a little room for ambiguity and perhaps confusion, and I would prefer that were not the case.

The article was certainly as all-inclusive as it could have been and many of the points that I knew were correct were covered thoroughly and fearlessly. One more point that occurred to me about single record sales was this: In addition to hearing the record so often on a "top 40" station that they don't need to buy it, kids today tape the records off the air from that same type outlet. They know if they stand by a "top anything" station long enough, they can tape the whole batch of "what's hot" tunes. Deejays, trying to circumvent this, often talk over the beginning or end of a disc.

Buddy Basch
Buddy Basch Office
New York

Retailers and radio

EDITOR:

Please convey my heartiest congratulations to David P. Thomas (radio-tv director, Kal, Ehrlich & Merrick, Washington) for his well-written, hard-hitting analysis of just what the hell *is* wrong with radio (MONDAY MEMO, Aug. 24).

I know his observations will come as bitter-vetch to virtually all of the "modern" radio men who, by now, have flooded you with cries of "foul." I say, "skoal!"

Mr. Thomas' MONDAY MEMO was placed on the required reading list for our employes and is now framed and hanging in the reception office. . . . Mr. Thomas in one page summed up *all* the basic mis-thinking of years of broadcasting.

Cameron (Bud) Lee
President
Radio Investment Corp.
Denver, Colo.

EDITOR:

. . . I have tried to get with David P. Thomas' reasoning, but can't, unless I hypothesize that the whole article was tongue in cheek.

Not only is it laced with massive generalities, but Thomas frequently contradicts his own pronouncements.

Example: "Local radio has a potential goldmine in its personalities."... "Thank heaven for the ET."

What has the ET got to do with helping the gold mine come up to its potential? Isn't every one played a deterrent to *personal* sell?

Example: "But these personalities should be themselves." "How do they (radio advertisers) want the public to judge them? Dynamic? Authoritative? . . . Tone of the commercial should reflect the personality of the sponsor."

What happens when a flip, breezy performer being himself is given the copy of a dynamic, authoritative sponsor?

Example: "Some local managers hire performers by price alone."

Of course, Mr. Thomas is being facetious here. Or is he? In any event the industry is indebted to him for a marvelously simple method of doing away with auditions, interviews and all that fol-de-rol. *Voila!* Just hire the man who promises to work the cheapest.

Example: "Naturally copy is blamed. I believe it's a combination of poor announcers and poor copy."

This implies that writers and performers are equally culpable for poor results, with, if anything, the edge going to the writers. If you think this is true contact any station manager about the number of copy writers he's fired compared to the number of announcers.

. . . Also, leave us face it, some national agency copy is so vapid, so designed to please and not offend so many people in so many different situations that radio continuity departments are constantly being called on by local co-op advertisers to goose it up, to add a little fire. Thank heaven for locally originated continuity!

. . . I could go on and on but if I did I might take Mr. Thomas' joke seriously and I'm sure that's not what he intended.

Art Roberts
WXLW Indianapolis

Queen of giveaways

EDITOR:

Thanks a million for the way you

GULF PRESS CONFERENCE **1**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

That 27½% in the 27½% Oil Depletion Allowance

Gulf Press Conference 1—is the first of a series. While these meetings on the printed page take the form of paid advertising, our intent is not to advocate a viewpoint. It is to add to your understanding of the oil industry and its problems. For, in the end, this understanding best serves *all* of us. Our ground rules are few: keep questions and answers frank and factual and leave the conclusions to you.

One current problem is the 27½% Oil Depletion Allowance. It is now under reappraisal by Congress. And much of its understanding hangs on a deceptively simple-looking question: why 27½%? . . .

Q. First, let's define our terms. What is a depletion allowance?

A. First of all, it's not an "allowance." It is a tax deduction granted by Congress. It is applied only to exhaustible natural resources already produced. As such, it is an *incentive* to encourage further discovery of these resources.

Q. Why is the oil industry singled out for such consideration?

A. Oil is only one of over 100 extractive industries which qualify for this incentive—the mining of coal, clay, sulfur and gravel, to name a few.

Q. Why was oil's incentive set at 27½% in the first place?

A. Congress agreed the fair way to encourage discovery was to base its incentive on the value of what was discovered. But before it set the 27½% figure in 1926, all of its study pointed to one fact. There seemed no practical way of putting a value on discovered oil deposits.

Q. Do we assume, then, the final figure was pulled from the air?

A. Quite the opposite. Congress did find that the value of oil in the ground was about one-third of the price somebody would pay for oil brought to the surface. So this one-third of oil's income at the wellhead became Congress' basis for the incentive it finally set up.

Q. But that one-third figure still doesn't match up with 27½%.

A. True. And, if today's Congress were to refigure the problem, today's facts would make the one-third figure itself higher. As for the 27½%, it was a compromise between the one-third figure and the inclination of a cautious Congress.

Q. Is the oilman subject to any limitations in taking his 27½%?

A. Yes. Two of them are fairly obvious. The oilman can apply the incentive only to crude oil and raw gas production, not to any other phase of operations. And he must actually have production to qualify. Dry holes don't count.

Q. You said "two of them." Are there limitations beyond these?

A. The third is the most important of all. It means that what we know as the 27½% incentive usually turns out to be less than 27½%. In fact, it may end up being no incentive at all.

Q. If Congress set the incentive at 27½%, how can that happen?

A. Congress also provides that the oilman may not deduct more than a 50% deduction on his *net* income if this is the lesser deduction. And before he gets his oil to the surface and realizes his incentive, he faces many costs. A well must be checked and worked over regularly, for example. These costs reduce his net income enough so that, even when it is multiplied by 50%, his deduction usually comes out to less than 27½% of gross income.

Q. You keep mentioning Congress. Why should it be involved at all?

A. Congress' stake is, of course, the nation's stake. And that means having an adequate, continuing supply of oil to meet very basic needs. Our energy needs, our everyday product needs, our national defense needs.

Q. But even some Congressmen say the 27½% incentive should be reduced or eliminated. Shouldn't oil really be its own incentive?

A. When you look beyond the fact that oil is an exhaustible resource—and a vitally needed one—you quickly run into another reason for the 27½% incentive. It's the risk and cost of finding oil.

Q. Any business man faces risks. What is so special about oil's?

A. When you start looking for oil, the odds are 9 to 1 against finding any oil, 44 to 1 against breaking even, 991 to 1 against bringing in a truly profitable discovery. You pay just as much to drill the dry holes, too. And with our "easy oil" largely found, drilling gets deeper, riskier and costlier year after year.

Q. But is it fair to eliminate these risks with the 27½% incentive?

A. The incentive does not eliminate risk. Bear in mind the limitations built into it. Remember, too, the incentive is merely a deduction on a portion of taxable income—not cash the government hands out. But the real answer is found in the figures. In the most recent year surveyed —1955—the industry was allowed a deduction of about $1,800,000,000. In that same year, it spent about $5,100,000,000 in cash alone in searching out and developing America's new oil.

Q. How does the need for the incentive shape up in the future?

A. That brings our need for oil back in the picture. We estimate that, between now and 1967, our supply of U. S. crude oil will increase by 20%. But in that time, our need for oil will increase by 30%. And narrowing that gap means encouraging discovery.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON 25, D. C.

OFFICE OF THE
GENERAL COUNSEL

July 16, 1959

Mr. Dick John
News Director
Station WKY-TV
Oklahoma City, Oklahoma

Dear Mr. John:

I have been advised recently by Judge Allred, our Regional Administrator in Fort Worth, of the splendid job done by you and your staff in connection with your initial investigation and public expose' of [redacted]. It was as a result of the program which you produced at your station that this whole scheme came to the attention of our Commission. The initial work which you did in your comprehensive interviews with officers and directors and other representatives of the company who were engaged in soliciting and obtaining funds from the public, made it possible for this Commission to move rapidly to obtain an injunction against future violations in the offer and sale of these securities.

It is rare indeed when Commission counsel has in effect a ready-made case presented to him and even rarer when that case is referred to him in the form of film and tape for a retelecast in a court room. Although we were able to obtain the injunction by consent of the defendants, such consent would probably not have been forthcoming had it not been for the fact that the defendants knew we were fully prepared and ready to present the issues to the court. In large measure this readiness for action was the direct result of your efficient efforts in investigating and recording the results thereof for use in your own program which exposed [redacted] activities to the public for the first time.

We are very much indebted to you and your associates for making it possible for us to proceed as quickly as we did and grateful indeed for your willingness to give freely of your time without concern for expense in offering to appear in court to present the retelecast of your program. Please accept my congratulations on a job extremely well done. I frankly know of no similar instance in my five years at the Commission wherein a radio or television station has made a greater single contribution to the enforcement of the federal securities laws.

Yours sincerely,

Thomas G. Meeker
General Counsel

cc: Judge Allred

WKY AND WKY-TV

OKLAHOMA CITY, OKLAHOMA

NORMAN P. BAGWELL
STATIONS MANAGER

To The Broadcasting Industry:

As one who is sensitive to good relations between our broadcasting industry, the community, and the government, you will undoubtedly be interested in the letter on the opposite page.

We are publishing it to show the capacity and initiative of the broadcasting industry in the fields of community and government service.

Few industries have the skill, the means, and the opportunity to serve and inform as do we in broadcasting. We feel this letter is an excellent example of how the broadcasting industry can meet this welcome responsibility for service.

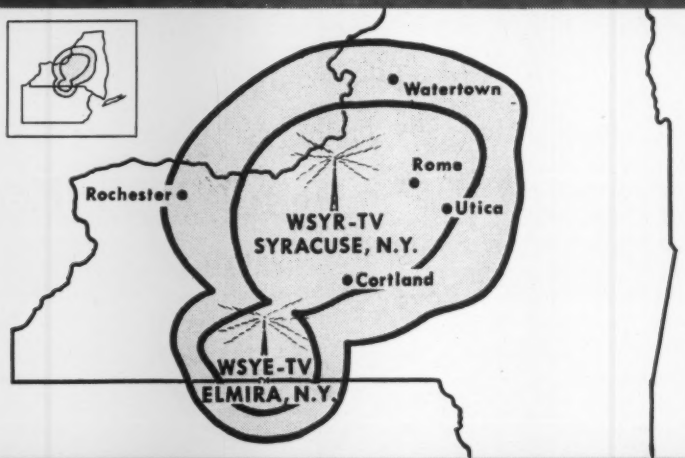
Norman P. Bagwell

Norman P. Bagwell

The WKY Television System, Inc.
WKY-Radio, Oklahoma City
WTVT, Tampa-St.Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

WSYR-TV
PLUS!
WSYE-TV
DOMINATES
CENTRAL NEW YORK

WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR



WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

WSYR • TV

NBC Affiliate

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

handled the *Queen for a Day* story in BROADCASTING Aug. 10 (page 36, "A perennial outlet for the prize guy").

Robert C. Temple, Pres.
Queen for a Day, *Hollywood*

News stories wanted

EDITOR:

A new audio-visual-educational television column in the magazine of the California Teachers Assn. (*CTA Journal*) is looking for information or news stories.

We are looking for releases which relate to the educational field, whether it is straight audio-visual equipment or films, or items dealing with the use of closed-circuit television, or production of educational tv films.

Vivian L. Toewe
CTA Journal
1705 Murchison Drive
Burlingame, Calif.

Pet Milk's radio story

EDITOR:

In your fine story "Why Pet Milk buys small market radio" (page 46, Aug. 17) you have Ernest Tubb's name spelled "Tubbs."

As the man who first sent Ernest from WBAP Fort Worth to Hollywood for a jumping tintype in 1942, make it "Tubb."

Elbert Haling
Internal Revenue Service
Dallas, Tex.

Mighty explosion

EDITOR:

Granted that the verbal blow-by-blow preview of the impending network donnybrook was "illuminating reading" ("Strategy for a program battle," page 27, Aug. 17), the question still remains —"What's going to happen when 'stability' meets 'totality of service' meets 'counter-programming'?" Could be such a coaxial mixup that the Budapest String Quartet might sidle into the 8-9 p.m. Sunday slot! But then again, ad men can take heart—the whole media will be "emulsified" anyway.

John V. Chervokas
Copy Director
Ray Barron Inc., Boston

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

It's a habit...

like tuning KMJ·TV in FRESNO (California)

KMJ-TV . . . first TV station in The Billion-Dollar Valley of the Bees

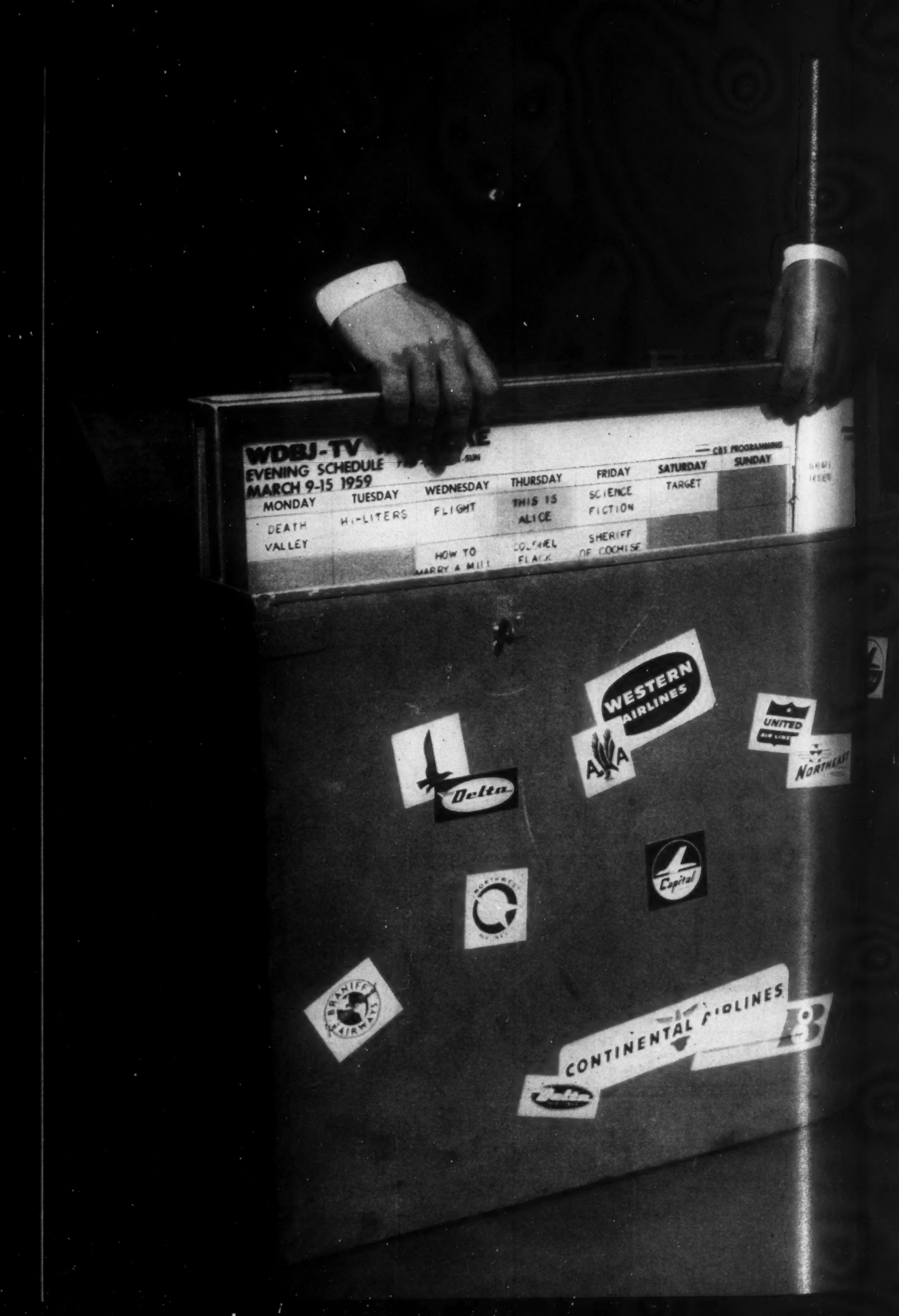
FIRST TV STATION IN FRESNO

KMJ-TV news programs are tops and viewers make it a habit to see them — the two highest-rated news programs in the area are on KMJ-TV*.

KMJ-TV coordinates with McClatchy newspapers for complete up-to-the-minute reporting. The local scene is also covered on a 24-hour basis with sound and silent film cameras.

**ARB - April - May - 1959*

THE KATZ AGENCY, NATIONAL REPRESENTATIVE


WDBJ-TV
EVENING SCHEDULE
MARCH 9-15 1959
CBS PROGRAMMING
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY
DEATH VALLEY
HI-LITERS
FLIGHT
THIS IS ALICE
SCIENCE FICTION
TARGET
HOW TO MARRY A MIL
SHERIFF OF COCHISE
WESTERN AIRLINES
Delta
UNITED AIR LINES
NORTHEAST
Capital
BRANIFF AIRWAYS
CONTINENTAL AIRLINES
Delta

THE PGW COLONEL SAYS:

"Some of our most profitable presentations are made to the stations we represent."

We chart the progress of the stations we work for . . . their sales potential and sales, their audience, their CPM and their competition . . . because we want to know how we are doing, and how we can do better.

They welcome this information and often ask for our counsel on their product, their prices and their promotion.

Is this **PGW** service profitable? We think that these stations are in the best position to tell you of our work in that area. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

IN SACRAMENTO

"Radio One" offers you Triple Value

1. **Quality Audience**
   You'll find "spending power" in the KCRA audience. Last Audience Composition Radiopulse for Sacramento shows high adult audience—*number one* in the 6 A.M. to 12 midnight average.
2. **Volume Audience**
   Sound ratings in all time periods that translate into low CPM. (Ask your Petry man for specific figures.) Pulse Cumulative Report also shows KCRA with *most unduplicated homes* both daily and weekly.
3. **Real Merchandising**
   A full time merchandising department with the biggest in-store chain tie-ins in the Sacramento Valley . . . a merchandising bonus with provable pay off!

KCRA *Ask your Petry Man*

—Sacramento— NBC

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VICE PRESIDENT . . . . . Maury Long
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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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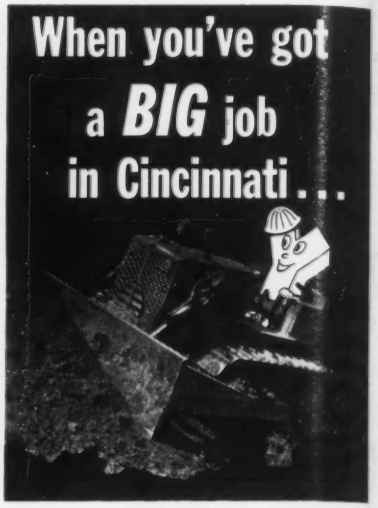


let BIG Y DO IT!

BIG Y has AUDIENCE AND POWER . . . the BIGGEST metropolitan audience of any Cincinnati station (April-May 1959 Nielsen) and 50,000 WATTS of SELLING power to reach all the Cincinnati area.

We are doing a BIG job every day for our advertisers. Here's what a few say about us:

"With WCKY, we set an all-time record for SOHIO station openings in Cincinnati and in Ohio." Elmer Horstmeyer, Hyde Park Sohio Service

"We can honestly say the results from our WCKY broadcasts were the best promotions we ever had." Saul Marmer, Pres. Jems Shoe Stores

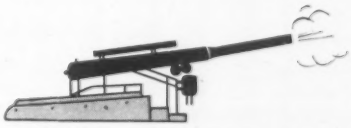
"Our account, Jennings Buick, has asked me to express to you how pleased he is with the result of his WCKY broadcasts . . . . . we are a firm believer in the aggressive grass roots showmanship that WCKY does so well." Art Radkey, V.P. Keelor & Stites Co.

Let BIG Y work for you in Cincinnati! Call Tom Welstead at our New York office, Eldorado 5-1127, or AM Radio Sales in Chicago and the West Coast.

BIG WCKY 1530
Cincinnati, Ohio

it does make a difference!

OR

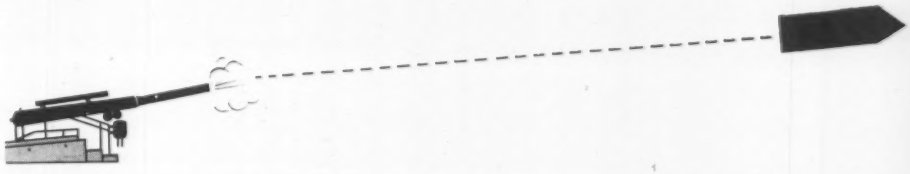


?

The million dollar buyers* of broadcast advertising at the top 50 tv-radio agencies pick BROADCASTING as

THE MEDIUM WHERE A STATION'S ADVERTISING IS LIKELY TO HAVE THE MOST IMPACT UPON THEM

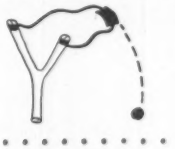
They named **BROADCASTING**



65% over Publication "B"

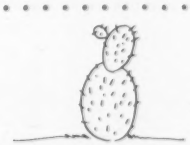
920% over Publication "C"

3,300% over Publication "D"



2,450% over Publication "E"

(and nobody pt all voted for poor Publication "F")



HOW DO WE KNOW? Because this was another of the searching questions asked in our newest readership study by American Research Bureau, Inc. The jury polled by ARB included the most important executives who make the major broadcast advertising decisions at the 50 biggest TV-radio agencies in the country. You can have *ALL* their answers on ten trenchant queries about TV-radio business publications if you'll let us send you a copy of *"What Do the Million Dollar Buyers Think?"* — just off the press.

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N. W., Washington 6, D. C.

New York · Chicago · Hollywood

**"What's a "Million Dollar Buyer"? It's an agency executive responsible, directly or indirectly, for the placement of over $1,000,000 yearly in broadcast advertising. Among 460 respondents in this ARB study, more than 8 out of 10 were.*

Announcing
the appointment of

as exclusive national representative of

Radio Atlanta
WPLO

Prior to July, 1959, WPLO call letters were WAGA

and these other Plough Stations:

Radio Baltimore	Radio Boston	Radio Chicago	Radio Memphis
WCAO	WCOP	WJJD	WMPS

MONDAY MEMO

from **KENT H. LEE,** *vice president, D'Arcy Adv. Co., Chicago*

The power concept wins customers

It seems to me that a lot of people in the advertising business have forgotten that advertising, whether in radio, tv or print media, is only a substitute for personal selling.

How fortunate the food manufacturers would be if they could send a salesman into each retail outlet across America and have this salesman stand beside the shelf constantly pushing the benefits of his brand. Any manufacturer would find his sales immediately on the ascendency. For at the point of sale, at the point of decision, the extra power behind the selling message would be at work to sway decisions in favor of this particular brand.

But we can't afford millions of personal salesmen, so we must rely on advertising and we must buy power. Advertising or salesmanship has two primary jobs to do. In the majority of cases, it has to attract new customers to your brand and it has to hold the old customers of your brand. All of the advertising concepts about image building, improving the financial concept of the company etc., are all true, but if you don't first sell the merchandise, they're not worth much.

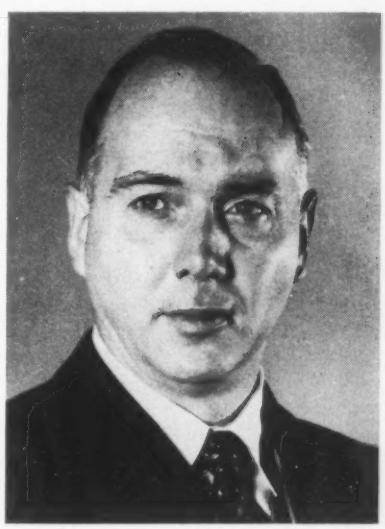
In nearly all of the brands of high-frequency-of-sale merchandise there is a tendency to be competitive in advertising impact in radio, tv and other media . . . but only competitive. In other words, everybody's watching his competitor instead of watching his potential customer.

Making Them Switch • The only way that an established brand can get new customers is to take them away from a competitor. It takes more advertising *power* in broadcast and print media to get a customer away from a competitor than it does to hold a customer. Yet too few of us are willing to go into the ring and throw a Sunday punch that will knock this competition through the ropes.

Too many of us are taking our budgets, large or small, and distributing them more or less evenly by classes of markets across our marketing territory. This dribble-and-drab method of spending ad dollars may look good on departmental charts but it usually doesn't even come close to affecting the total brand switching that is possible by a more aggressive policy.

It takes power advertising to put a little germ of an idea into the mind of a man or a woman about to make a purchase. Little "anti-bodies" are immediately sent out by the prospect's mind to brush off that irritating germ of an idea which will cause some inconvenience or some change of habit from established purchasing grooves. If the advertiser doesn't immediately send helpers to that little fighting germ of an idea, it will die before it can get a good hold, before it can generate help of its own. Millions of dollars are being spent each year sending out little motivating impulses which strive to get a foothold within the gray matter of millions of prospects, but they don't have the strength, by themselves, to get a firm grip and they are thrown out.

Power Brings Results • By putting all of your dollars to work in carefully selected media with full power in one or more markets, as you can afford to do, a good advertising campaign can quickly stimulate so much consumer business the jobbers and retailers will start clamoring for your brand. Your salesmen won't be knocking on doors and getting down on their knees to get an interview with key buyers. When customers clamor for goods, the big buyers come to you.



Kent Lee, after graduating from Western Reserve U., Cleveland, joined Campbell-Ewald's production department in New York in 1934. Later, after operating his own New York advertising office, he joined Geyer, Cornell & Newell as copy chief on Kelvinator. He also handled advertising and sales promotion for Sears, Roebuck & Co. and managed store and dealer advertising for Goodyear Tire & Rubber Co. That led to his association with D'Arcy Adv. Co. and the General Tire account. He became co-manager of D'Arcy's Detroit office and vp and account executive on Packard. Today, he's vp and account executive on D'Arcy's Standard Oil (Ltd.) account in Chicago.

The power concept also is 100% against the prevailing popular opinion that it takes 250 rating points to impress a major market but it only takes 100 rating points to impress a secondary market. The fact that competitive advertising volume in the secondary markets may be much less than in the major markets doesn't mean that it takes less advertising to influence Joe Public. The power concept says a man's mind in Peoria is just as impregnable to change as a man's in Chicago.

Reach and Frequency • A great deal of tv and radio programming today has a limited reach. You can prove that the "buy" is good on a cost-per-thousand basis, but too few people are listening. Today you need reach and frequency to be more competitive. We believe it's better to have reach and frequency in one market until you dominate that market and until you have completely captured that market. Soon you will find you can hold your position in that market with reduced expenditures, while you take your newly made dollars from your increased sales and devote them to getting new customers in the next most important market.

So it all adds up to this: there are many advertisers who will continue to spend a lot of money in a lot of markets. But if they would take a good look, they would find they are spending *a little money in a lot of markets*, which adds up to a lot of money corporate-wise, but there's no power there. In each of these markets they are going into the competitive ring and throwing weak punches against their competition.

Then there are other advertisers who study a market thoroughly, line up their distribution, knock with confidence on the doors of jobbers, distributors and retailers and tell them how they are going to invade one or more important markets, and then live up to those promises. As a result, the merchandise which the buyers move in is quickly moved out.

That's the power concept and I still believe it is the best one for a whale of a lot of products.

43 WORDS TELL THE WHOLE STORY!

The first question (**What station do you watch more than any other?**) was fairly straight and, oddly, got some fairly straight answers. Of those apparently playing on the level, 50 pct. listed KLZ-TV, 27 pct. went for —-TV and 23 pct. for —TV. At least one clipping m

Thompson R. Watt, DENVER POST Television and Radio Editor conducted his own "TV Attitude Test" strictly by asking for mail and with no television station affiliation. This overwhelming preference reported for KLZ-TV has also been reflected in the ARB and Nielsen reports.

KLZ-TV continues to be first from sign-on to sign-off seven days a week in all surveys! Surveys reveal that KLZ-TV has the widest margin of leadership ever reported in the Denver market!

CBS ● DENVER

KLZ

TELEVISION channel 7

REPRESENTED BY KATZ AGENCY

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 33

TV 'NOT HURTING' BASEBALL

Rep. Celler views problems of minor leagues

Minor league baseball is "dying on the vine because of a diverse number of reasons" and not because of game telecasts, Chairman Emanuel Celler (D-NY.) of the House Judiciary antitrust subcommittee said Thursday at second day of sports hearing (early story page 56). Chairman Celler termed "untrue" the charge that tv is ruining the minors.

Proposed legislation providing antitrust exemptions that would permit blackouts of major games in minor leagues was described by the chairman as "a selfish scheme to feather the nests of baseball magnates." He suggested the majors look to colleges for players instead of the minors.

Testimony of four broadcasting witnesses Thursday provided one of the finest industry presentations he has ever heard, Chairman Celler said.

The Senate anti-monopoly subcommittee approved Thursday a bill (S 2545) to exempt professional football, basketball and hockey from antitrust prosecution. The bill goes to the full Judiciary Committee. The chairman said he hopes for favorable committee action. In such case, he hopes the Senate itself will pass it before adjournment.

Equality Provision • Under the bill the three listed sports would enjoy the same antitrust exemptions now held by baseball. "There is an urgent need for this legislation, particularly by professional football," Sen. Kefauver said. "Without it, every act of the National Football League is suspect under antitrust laws." The legislation is based on a Supreme Court decision holding baseball is exempt from antitrust laws whereas football is not exempt.

The subcommittee wants to give more study to baseball's "complexities so there will be an orderly transition from its present status of almost complete exemption from the antitrust laws to a status of limited exemption similar to that of the three sports covered in this bill," Sen. Kefauver said.

Sen. Kenneth B. Keating (R-N.Y.), sponsor of legislation that would include baseball as well as the other three sports, said he will try to add baseball to the bill in committee. If he fails, he will make the effort on the Senate floor, he said. The Kefauver subcommittee held extensive hearings in 1958 on professional sports exemption from antitrust laws.

The subcommittee bill would legalize equalization of competitive playing strengths, apparently by use of college or amateur drafting procedures; reservation, selection or assignment of player contracts; exclusive franchise rights within a five-mile radius of the playing site in cities over 2 million population; league agreements for 75-mile blackouts on telecasts on the day of a regular game; agreements to share telecast revenues of one team in the viewing area of another.

NBC political plans

NBC has formed new political broadcast unit that will coordinate sale of time for political broadcasts on both radio and tv networks, on owned and operated stations, and on regional networks set up during 1960 election year. Assigned to direct operation was William S. Hedges, NBC vice president in charge of general services, according to announcement by David Adams, NBC senior executive vice president.

Network says it hopes to get away from "static form" identified with political broadcasts in past by acquainting and encouraging candidates to make better use of visual aspects and production techniques. Mr. Hedges, broadcast veteran of 37 years, will maintain close liaison with NBC News & Public Affairs.

Stanton telegram

CBS Inc. President Frank Stanton sent following telegram to affiliates Thursday following Senate approval of equal time bill (see story, page 46):

"It is our view that the bill represents a significant step forward in permitting radio and television to operate in the public interest and more fully to use their special tools in informing the public in the democratic processes. We are determined to exercise these important new freedoms solely for the purpose of fuller and more comprehensive broadcasting in the public interest.

"I am grateful for your help, without which these important rights and responsibilities, which are now ours, could not have been won."

KROD-AM-TV is sold to Vaugn and Trigg

Sale of KROD-AM-TV El Paso by Dorrance Roderick's *El Paso Times* to Jack Vaugn, Dallas industrialist and station owner, and Cecil L. Trigg, Texas broadcaster, for in excess of $3 million announced late last week. Transaction, subject to customary FCC approval, will terminate 20-year identity of Roderick family in broadcasting.

Ch. 4 KROD-TV began operation in 1952, while KROD, on 600 kc with 5 kw full-time, began operation in 1940. Both are CBS affiliated.

Mr. Vaugn controls ch. 7 KVII(TV) Amarillo, with Mr. Trigg holding 4.25% Mr. Trigg owns 80% of ch. 7 KOSA(TV) Odessa, of which he is president and general manager.

Val Lawrence, vice president and general manager of El Paso stations and vice prsident of *El Paso Times*, will continue with new ownership in consulting capacity.

KFJI Klamath Falls, Ore., was sold by W. Don Miller, executor for estate of late W. D. Miller, to Riley Gibson, Doug Anderson, George McConnell and March Hanan for $145,000. Purchasers own KXOA Sacramento and formerly owned KXO El Centro, Calif. KFJI is on 1150 kc with 5 kw day, 1 kw directional night. Transaction was handled by Edwin Tornberg & Co.

KSDA Redding, Calif., was sold by Van C. Newkirk to Paul Patrick and Wilford Moench for $40,000. Sale was handled by Wilt Guzendorfer & Assoc. KSDA, on 1400 kc with 250 w, has been off air since February 1958 and Mr. Newkirk purchased it from bankruptcy last May.

Ziv world sales up

Ziv Television Programs, New York, reported last Friday (Sept. 4) that international sales for fiscal year ending Aug. 31, 1959, rose 46% over record previous 12 months. Ed Stern, head of Ziv's international division, noted that "while the foreign market has been growing, it still involves tremendous investments in re-voicing that will make it some years before foreign profits equal those in the domestic market."

AT DEADLINE CONTINUED

BBDO releases report on in-store displays

Servicing to advertisers by stations of in-store display is increasing, BBDO claims in public release of report that compiles in 279 pages lists of 185 radio and 81 tv stations, along with their merchandising plans, which include supermarket display space for advertisers.

This is third such survey made in past three years for BBDO, this one initiated last March and taking four months to complete. In past, agency had kept such reports confidential, but this year report is being offered at $5 per report to cover publishing costs. Compilation was made by BBDO's media merchandising division of marketing department under direction of Louis Kruh, who heads division, and Paul Freyd, vice president in charge of marketing.

Researchers working on merchandising reports in past have noted increase of service though they report lack of "statistical comparison" because this year's survey, unlike past reports, was expanded to include cross-check system of stations and their representatives. While report primarily covered supermarket displays, drug stores were included also in some cases. For most stations, names of cooperating chains are listed along with minimum expenditures necessary for an advertiser to participate. Report says station cooperation "generally ranges from fair to good."

Rounded ratings

Television Advertising Representatives Inc., which represents tv outlets owned by Westinghouse Broadcasting Co., announced Friday (Sept. 4) it has adopted formally "rounded rating concept" in spot tv buying. TvAR noted that when company began operation July 1, it introduced this policy for period of 60 days and, after gathering reactions from advertising agencies, has formalized plan under title of "Drop the Decimal."

Larry H. Israel, vice president and general manager of TvAR, (see OUR RESPECTS TO, page 105), explained that when company submits ratings to agencies, it rounds to nearest whole number (for example, ratings from 17.5 to 18.4 are shown as 18, while those from 18.5 to 19.4 are listed as 19). TvAR's position is that decimal fluctuations have "little statistical significance."

'Voice' welcome?

Voice of America officials are hopeful Russia will begin to relax jamming policy with Sept. 16 broadcast VOA will beam behind Iron Curtain. Speaker will be Russian Premier Nikita Khrushchev from National Press Club in Washington. VOA also plans to broadcast into Russia Premier's address Sept. 18 to U.N. General Assembly and other speeches while Mr. Khrushchev is in U.S.

Russians have jammed U.S. addresses by leading communists in past, including U.N. speech by Soviet Foreign Minister Andrei A. Gromyko. Reason for the continuous jamming, the Russians claim, is because Voice broadcasts "lie." VOA plans to promote upcoming Khrushchev speeches with repeated announcements on Russian-language programs starting this week.

Four tv translators; educational permit

FCC Thursday (Sept. 3) announced following tv actions:

• Richardson Independent School District, Richardson, Tex., granted construction permit for new educational tv station on ch. 23 (Dallas allocation). Authorized power will be 0.575 kw with antenna 230 feet above ground.

• Williams-Ash Fork Assoc. Tv Committee, Williams, Ariz., granted construction permit for translator station on ch. 70 to repeat programs of KOOL-TV Phoenix.

• San Luis Valley Tv Inc., Romeo, Colo., granted new translator station on ch. 76 to repeat signal of KOAT-TV Albuquerque, N.M. Station will serve cities of Romeo, La Jara and Manasa, all Colorado.

• Wallowa Valley Tv Assn., Wallowa Valley, Ore., granted new translator station on ch. 81 to translate programs of KREM-TV Spokane, Wash.

• Lower Valley Tv Assn., Prosser-Whitstran, Wash., granted construction permit for translator station to operate on ch. 74, repeating signal of KHQ-TV Spokane.

• Designated for comparative hearing competing applications of Island Broadcasting Corp., Supreme Broadcasting Co. of Puerto Rico and Virgin Islands Broadcasting System for tv station on ch. 10 in Charlotte Amalie, St. Thomas, V.I.

FCC actions include denial of Fresno sta

Petition by ch. 47 KJEO (TV) Fresno, Calif., for temporary operation on ch. 2 was denied Thursday (Sept. 3) by FCC. Commission has proposed to add ch. 2 to Fresno as drop-in and KJEO sought operation on vhf pending final determination of rulemaking. Comments are due Sept. 23 with replies by Oct. 8.

FCC also stayed Aug. 24 effective date of shifts in allocations table assigning chs. 3 and 9 to Columbus, Ga., in lieu of ch. 4 and shifting ch. 4 to Dothan, Ala., instead of ch. 9. Commission said it needed more time for review of matters raised in petition for reconsideration filed by ch. 9 WTVY (TV) Dothan.

WTVY claimed that it could not be ordered to shift from ch. 9 to ch. 4 without public hearing, as would be required under FCC order released in July. Under rulemaking, ch. 4 WRBL-TV Columbus would shift to ch. 3 and ch. 28 WTVM-TV Columbus would get ch. 9.

Am-fm proceeding started in 1954 was made final by FCC when part three of its rules was amended to provide bandwidth definitions and emission limitations for am and fm stations. New rules, designed to cut down interference, will not affect existing stations except where interference is actually shown to exist. They will go into effect Jan. 1, 1960, and all stations constructed after that date must install equipment meeting new standards.

Allott for boosters

Sen. Gordon Allott (R-Colo.) Thursday (Sept. 3) urged FCC to issue new administrative order assuring continued operation of vhf boosters. In letter to Chairman John C. Doerfer, Sen. Allott said there is little hope for Senate

action this session on bill (S 1886) legalizing boosters constructed without FCC sanction. He said approval of bill last week by Senate Commerce Committee makes intent of Congress very clear, however (see story, page 56. Present authority for continued booster operation expires Sept. 30.

Rep. Kasem bill seeks House radio-tv airing

Rep. George Kasem (D-Calif.) introduced resolution last Thursday (Sept. 3) which would lift ban of Speaker Sam Rayburn (D-Tex.) against radio-tv coverage of House proceedings. "I can see no reason why we should draw the line on making the meetings of the House 'public' only to the few who can visit Washington and the House gallery," Rep. Kasem said in introducing his measure (H. Res. 377).

"The only contact 99% of the people of the U.S. have with our proceedings is in the press, where reports are sometimes incomplete or are subject to a reporter's bias on occasion," he said. Rep. Martha Griffiths (D-Mich.) is author of similar proposal and House Rules Committee has denied her request for public hearing on measure.

House report raps Executive secrecy

The "unjustifiable" spread of secrecy in the Executive branch of the federal government is exposed in the latest report of the House Government Information Subcommittee, according to Rep. William L. Dawson (D-Ill.), chairman of the House Government Operations Committee.

In a statement last Thursday (Sept. 3), Rep. Dawson said, "The report documents a record showing the administration is hiding the facts which the American people need to know about their government." The subcommittee is headed by Rep. John E. Moss (D-Calif.). Other members are Reps. Dante B. Fascell (D-Fla.) and Clare E. Hoffman (R-Mich.).

The subcommittee report, adopted Tuesday (Sept. 1) and filed with the House last Thursday concluded, under a heading "The Divine Right of the Executive Branch":

"Neither the Constitution nor the laws enacted by Congress, nor the decisions of the courts provide any basis for the claim of 'executive privilege' now imposed upon the public and the Congress. The 'privilege' of secrecy . . . is nothing more than an insidious resurgence of the divine right of an all-powerful executive—a doctrine rejected more than a century and a half ago by the American Revolution and the Constitution . . ."

In a minority statement, Rep. Hoffman stated the right to know was limited by the Constitution when provision was made for a separation and division of governmental powers between the executive, legislative and judicial branches of the government. He suggested the judicial branch of the government would "seem to be the proper one to lay down broad, general rules for the guidance" of the executive departments and Congress.

Sees catv solution

Community antenna vs. local tv problem is "not insoluble" in opinion of Comr. Rosel H. Hyde, who returned to Washington last week after having spent week in Montana, Wyoming and Idaho on vexing problem. Solution, however, will come only if "free tv" operators, as well as catv owners, recognize need for working relationship under which both could provide service, he felt. Comr. Hyde met with tv broadcasters, catv operators, servicing people, as well as public officials, during trip which was part of 30 day tour made by Broadcast Bureau Chief Harold C. Cowgill and James B. Sheridan, bureau economist.

U.S. sets farm census

The first census of American agriculture in five years will be conducted in October and November by the U.S. Census Bureau. Enumerators will open their farm checking Oct. 7 in Wyoming, Montana and Florida, continuing into late November.

A count of tv sets on farms is not included in the census but will be part of the 1960 decennial census. Questionnaires to be filled out by farmers will be mailed by the bureau a fortnight before the enumerators come. They will visit all of the nation's 4 million farms to aid in filling out the forms. Last week the bureau mailed lists of broadcast promotion material to stations. Question-answer and spot transcriptions and slide announcements are voiced by outstanding artists along with announcer and interview copy.

Calif. fm rep formed

Western FM Broadcasting has been organized by Miss Bj Hamrick, formerly an fm station sales manager, as sales and sales promotion representative of seven Southern California fm stations: KBCA (FM) Beverly Hills, KDUO (FM) Hollywood, KDWC (FM) West Covina, KGLA (FM) and KHOF (FM) both Los Angeles, KUTE (FM) Glendale, KVFM (FM) San Fernando. Western FM has offices at 1680 N. Vine St., Hollywood.

Three days of 'warning,' no music

A new "modern radio" station began in Los Angeles last week, heralded by three days in which it broadcast call letters, no programs, no news, no music—only continual stream of announcements. Thursday morning, "Radio Eleven-Ten" was identified as KRLA and regular programming began with "KRLA's top 50" tunes, *Rocket News* (chiefly one-sentence bulletins, delivered in high-pitched staccato and separated by wailing whistles) and "electronic time" signals.

Contests included cash for answering telephone by saying "Eleven-Ten", respondents names read on air, an all-out search for location of "Golden Key," with $50,000 prize offered to finder. (Police intervention was required to prevent damage to station transmitter, plus other sites in city, by seekers of prize.) After station identified itself, new contest offering $10,000 to person identifying the KRLA man-in-street was started.

Purport of all this sound and fury was that KXLA Pasadena had been acquired by Eleven-Ten Broadcasting Corp. Headed by station representative Donald R. Cooke, call was changed to KRLA, its daytime power upped from 10 kw to 50 kw (nighttime power remains at 10 kw) and rates boosted by better than 40%

How Los Angeles will receive KRLA's new sound remains to be answered. KFWB, whose President Robert Purcell brought the first "contemporary radio" to Los Angeles on New Year's Day, 1958, has been phenomenally successful. KLAC, which also tried "top 40" programming, abandoned it after few months as dismal failure.

Colo. syndicator

Alexander Film Co. of Colorado Springs, pioneer in tv custom film production in Rocky Mountain area, is in process of producing first syndicated series. Called *Love Is the Problem,* it's daytime strip dealing with advice to lovelorn. Company, recently under new management, is headed by Keith Munroe, president, former management consultant in Cleveland. Vice president and general manager is Jay Berry.

Pat Dougherty dies

Marguerite Dougherty Hunter, 62, former agency supervisor of *Your Hit Parade* and radio-tv daytime serials as Pat Dougherty, died last week in New York's Memorial Hospital. As copy writer for Lord & Thomas advertising agency in early 1930s, she became first agency representative to supervise radio show when assigned to *Hit Parade*. Her most recent work on tv was on *Portia Faces Life,* which went off air in 1955. Mrs. Hunter is survived by her husband and daughter.

Agencies, note:

Oliver Treyz, ABC-TV president now touring Far East with AB-PT President Leonard Goldenson, in note to friend last week reported that in Bangkok half hour of prime evening time and program costs less than $100. Only 35,000 tv homes in city of 1,750,000—"but one offer brings 70,000 Colgate box tops," Mr. Treyz wrote.

Tv quiz probe Oct. 6

House Legislative Oversight Subcommittee Chairman Oren Harris (D-Ark.) Friday announced hearing on tv quiz scandal will begin Oct. 6 (CLOSED CIRCUIT, Aug. 17).

• Business briefly

Kellogg repeats • Screen Gems, N.Y., has sold second half-hour cartoon show to Kellogg Co., Battle Creek, Mich. New series, *Quick Draw McGraw,* is by Bill Hanna and Joe Barbera whose *Huckleberry Hound* is running for Kellogg on some 175 stations at present. *Quick Draw* is slated for 150 outlets. It uses animals to take off on tv westerns, private eyes and situation comedies. Hanna-Barbera Productions also has cartoon NBC-TV *Ruff & Reddy.* Kellogg agency: Leo Burnett, Chicago.

Culver buying • Alberto Culver (hair preparations), Chicago, through Geoffrey Wade Adv., same city, negotiating for *Lawless Years* on NBC-TV, Thurs., 10:30-11 p.m. EST, effective Oct. 1.

WEEK'S HEADLINERS

MR. LINDQUIST

LANSING B. LINDQUIST, from 1950 to 1956 vp in charge of radio and tv at Ketchum, MacLeod & Grove, Pittsburgh, rejoins agency as vp with general responsibility for all broadcast and media activities. For past three years, he has been vp and associate tv director at McCann-Erickson, N.Y. Mr. Lansing, who is chairman of program committee of Radio and Television Executives Society of N. Y., entered broadcasting in 1931 and has served as artist, announcer, writer, producer, program director and station manager. He will divide his time between New York home and offices. Edgar J. Donaldson, vp, tv-radio, and William B. Phillips, director of media for KM&G, continue in charge of their respective departments.

MR. TOOKE

MR. ALLEN

FRANKLIN A. TOOKE, general manager of WBZ-TV Boston, appointed vp in charge of Cleveland area for Westinghouse Broadcasting Co. JAMES E. ALLEN, WBZ-TV sales manager, succeeds him. Mr. Tooke joined Westinghouse's Boston station in 1955, was previously general manager of KYW, its Philadelphia outlet at that time. Prior to that, he had been program manager and general manager of WOWO Fort Wayne, Ind., and had headed program department of KDKA Pittsburgh. Mr. Allen was previously advertising and sales promotion director of WBZ-TV, promotional and publicity director for Crosley Broadcasting Corp. and editor of several publications.

ALFRED R. STERN, NBC director of international operations and chairman of board of NBC International Ltd., has also been given supervision of NBC theatrical activities. Robert E. Kintner, president of NBC, making the announcement, listed these additional areas being assigned Mr. Stern: merchandising and licensing of subsidiary program rights including music and book publishing and sale of film prints to educational and service organizations. NBC's theatrical activities include financial interest in number of Broadway productions and ownership of Hudson Theatre, now being expanded for stage use. Mr. Stern continues to report to J.M. Clifford, executive vice president, administration.

MR. HYAMS

JEROME HYAMS, vp in charge of syndication of Screen Gems Inc., N.Y., appointed vp and general manager and elected to board of SG, assuming former responsibilities of Ralph Cohn, late president, who died last month (BROADCASTING, Aug. 10). A. SCHNEIDER, president of Columbia Pictures, of which SG is subsidiary, takes title of president, but Mr. Hyams will function as administrative head. Mr. Hyams was appointed director of syndication for SG in 1956 when company absorbed Hygo Television Films, N.Y., of which he was president and founded in 1950. Earlier he had been vp and sales manager of Commonwealth Pictures, N.Y., 16 mm distribution company.

MR. HANSEN

JOHN S. HANSEN, local sales manager of KCOP (TV) Los Angeles, appointed manager of KPTV (TV) Portland, Ore. Both stations are owned by Nafi Corp., pending FCC approval of KCOP purchase (see BROADCASTING, Aug. 17). Before joining KCOP, Mr. Hansen was general manager of KABC Los Angeles. He now reports to Alvin G. Flanagan, vp of broadcast division of Nafi in charge of its tv station (see WEEK'S HEADLINERS, Aug. 24).

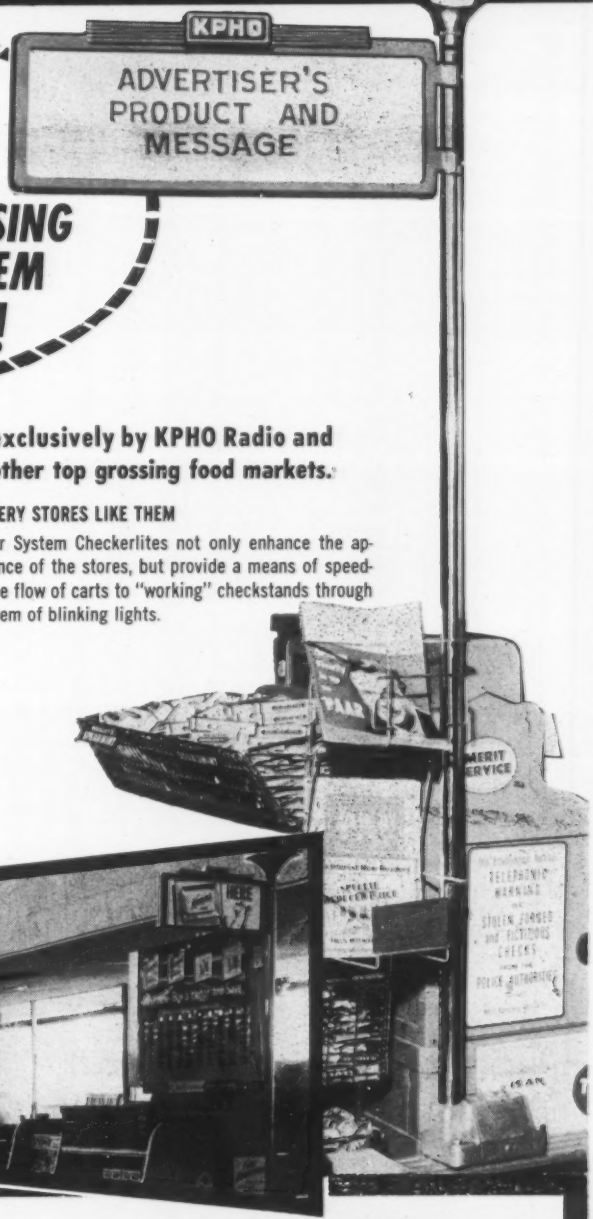
Commercial managers of three Tri-Buy Southern California radio stations owned by Kenyon Brown have been elevated to general managers: JOE KLASS of KITO San Bernardino, THOMAS L. PAPICH of KFOX Long Beach, WARREN C. WARD of KSON San Diego.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

DYNAMIC KPHO RADIO AND TV OFFERS AGGRESSIVE ADVERTISING PLUS*

IN THE FAST-GROWING PHOENIX, ARIZONA MARKET!

NOW EFFECTIVE IN-STORE PRODUCT MERCHANDISING WITH ZEPHYR SYSTEM CHECKERLITES!



A brand-new, pre-tested service maintained exclusively by KPHO Radio and Television in the entire A. J. Bayless Chain and other top grossing food markets.

ADVERTISERS LIKE THEM

The two-sided 18½ by 6½ inch Checkerlite panels over each check-out stand catch the eye, get results! KPHO Radio and Television Advertisers rate exposure for full 15 day intervals on all lights simultaneously. Message ties-in with TV for double impact.

GROCERY STORES LIKE THEM

Zephyr System Checkerlites not only enhance the appearance of the stores, but provide a means of speeding the flow of carts to "working" checkstands through a system of blinking lights.

YOU'LL LIKE THEM

This exclusive hard-hitting service is now in operation ready to serve you where other displays of any kind cannot even be purchased.

Represented by
THE KATZ AGENCY

KPHO RADIO AND TELEVISION PHOENIX

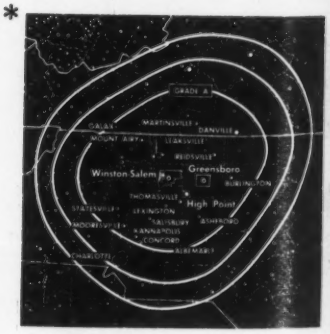
MEREDITH FAMILY STATIONS

* Newspaper, magazine, radio, TV, direct mail, outdoor, window display, marquee, personal appearances — among many other bonus promotions for KPHO Radio/TV advertisers.

PROOF:

In North Carolina's biggest Metropolitan market, total retail sales within WSJS-Television's Grade A Coverage area come to $1,396,079,000. Only WSJS-Television offers this strong signal strength in its industrially rich Piedmont market.

*



WSJS television

Winston-Salem / Greensboro

MST

NBC

CHANNEL 12

Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

September 7, 1959
Vol. 57 No. 10

TV'S THE MAGIC WORD IN DETROIT

With exciting model year in prospect, automakers are placing biggest billings ever in television; radio at least to hold own

The U.S. automobile industry is betting millions that tv can lead the car-buying public into showrooms across the nation.

Just how many tv dollars Detroit will spend is a secret guarded by each manufacturer, and even the ad men are unable to say just how their tv ad budgets will wind up.

Although the steel strike, Detroit's introduction of economy or "compact" auto models and continuing competition from foreign cars are factors in making budgets uncertain, one thing is sure: a near-victory for tv in the fight among media for the auto national ad dollar. Auto-makers are spending more in television than ever before.

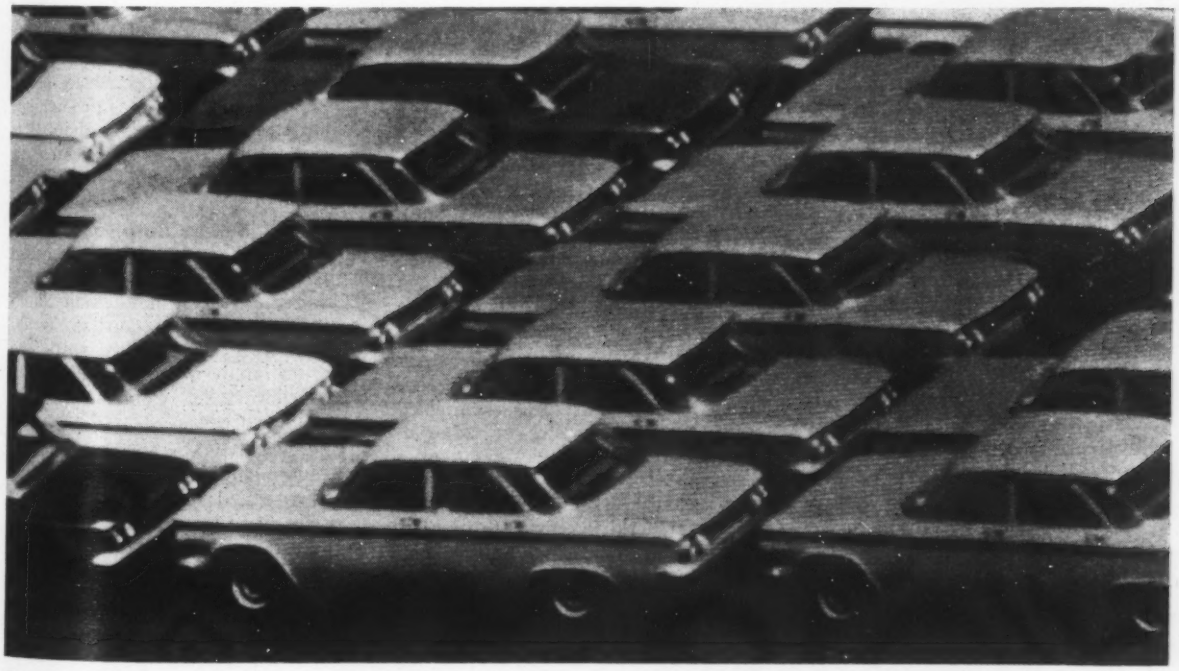
Network Dominates • In tv, auto manufacturers are using network extensively, and in some cases, exclusively. Spot tv will be used by most auto makers to supplement network, and in some cases, as independent efforts. Radio figures in most auto advertising but with varying degrees. Tv for Detroit appears as a glittering mosaic of cars and stars, with big tv talent rosters and time purchases, and NBC-TV getting the most blockbusters.

Ford Motor Co., with $29-30 million record plans for network tv time and talent, is putting more than 50% of this (a reported $15-17 million) into *Startime—Tv's Finest Hour*, a special, running 39 weeks on NBC-TV, Tuesdays, some at 9:30-10:30 p.m., others at 9:30-11 p.m., starting Oct. 6. Agency: J. Walter Thompson Co., New York. *Startime* is the most expensive single tv venture by any auto manufacturer to date.

Tv's glitter also has pervaded the foreign car field with Renault, the French import, taking half-sponsorship of *The Moon and Sixpence*, an expensive one-time dramatic show on NBC-TV starring Sir Laurence Olivier.

Buick has Bob Hope and the writings of Ernest Hemingway; Plymouth has Steve Allen and his name guests; Oldsmobile will be backing Art Carney specials; Chevrolet returns with Dinah Shore and Pat Boone; Mercury-Edsel and Lincoln have Leonard Bernstein and the New York Philharmonic; Dodge has Lawrence Welk again, and Pontiac will have Victor Borge and others.

Here is a detailed summary of the



Covey of Corvairs • These models of General Motors' entry in the compact car field, the Corvair, were photographed on a parking lot outside the Chevrolet plant at Willow Run, Mich., where they are being built. The Associated Press, which serviced the photo, did not explain how the photographer took the forbidden picture of cars which will not be put on public view until next month. Introduction of economy cars by all three major motor manufacturers is expected to add unusual excitement to the 1960 model year in U.S. auto marketing.

1960 broadcast plans, expected debut date and positioning (according to latest new car registrations compiled by *Automotive News*):

American Motors Corp.: For this company the car that counts is **Rambler**, the first of the U.S.-produced small autos to capture the imagination and pocketbooks of the public. New models are expected on Oct. 14.

In broadcast media, Rambler continues its spot tv Friday night plan and to dovetail into the introduction period will place campaigns in two flights—four weeks in October and again in December—in 88 markets. (Rambler began its Friday night saturation plan in tv last April, has found it successful both with consumers and dealers. Originally it was placed on 170 stations in 76 markets, with an average of five eight-second ID's hitting in prime time and two 60-second commercials following up later in the evening (BROADCASTING, May 4).

Though Rambler has no network television in its plans, it is reported to be "looking at network properties."

Network radio plays a big role in Rambler advertising. It's expected that American Motors will increase its weekend participation in *Monitor* (NBC Radio) and, it's learned, is fattening its allocation to newspapers as well. As for radio spot, Rambler reports only "isolated" use. Agency is Geyer, Moyer, Madden & Ballard Inc., New York.

Rambler in new car registrations ranked No. 7 in 1958 and is up to No. 6 so far in 1959. The American Motors' product had shot up to No. 3 in June but failed to keep its positioning, a development its spokesmen attribute to an inability to keep production up to demand.

Chrysler Corp.: Its cars are Chrysler, Imperial, DeSoto, Dodge, Plymouth and Valiant (compact car).

Chrysler-Imperial network tv is unresolved, though its Detroit spokesmen say they expect the car to be "in network" in 1960, well after introduction. No spot tv is contemplated, but "radio is in the mix." Introduction will be about Oct. 16. Chrysler slipped from No. 11 to No. 12, Imperial was No. 16 both years. Agency: Young & Rubicam, Detroit and New York.

DeSoto is on the low-scale in total sales. And its limited advertising budget shows it. Some spot—radio and tv—is in the offering for new models but schedules will "vary." DeSoto in the first half of 1959 was relatively heavy in spot tv and there's a report it may look at network tv as a consideration. BBDO, New York and Detroit, handles DeSoto. It was No. 12 last year and was down to No. 14 at last reckoning this year. Debut date: about Oct. 16.

Lawrence Welk on ABC-TV once again is **Dodge's** entry. The car will debut about Oct. 9, has a Dart model (about the size of the Plymouth). Dodge slipped from No. 9 No. 10.

Big news at Dodge is its assignment of a key role to radio at introduction time, particularly for the Dart, with greater frequency and wider coverage than Dodge has ever used before. Advance word is for 20% of the announcement-period budget to go to radio though details as to the spot and network ratio are not settled. Dodge intends to cover the top 200 markets for its teaser campaign with the number of stations to exceed this figure. The campaign runs from October to January in three phases: teaser, then saturation introductory and finally follow-up.

Spot tv is not in the Dodge media mix, the Welk show taking slightly less than half of the Dodge budget (on a 52-week basis and now going into a fifth year for that Chrysler division). Grant Adv. is the agency.

Plymouth has the *Steve Allen Show* on NBC-TV Monday nights for 52 weeks. The former Welk-advertiser consequently has had to increase its network tv budget 25% over last season. Plymouth also will break with an extensive spot radio campaign at introduction time (about Oct. 16). That campaign will run about 13 weeks according to preliminary plans. Plymouth is holding down the No. 4 spot in new-car registrations, was No. 3 last year. N. W. Ayer, Philadelphia and New York, is agency.

Valiant is coming out at the end of October. For the present, plans are for the Valiant to be quite heavy in spot radio and spot tv. BBDO, New York and Detroit, is the agency (via DeSoto Div.).

On the whole Chrysler Corp. should spend under par in tv, though any future network buys would fatten its budget. Of the big three manufacturers, it can be expected to boost broadcast expenditures the least.

Ford Motor Co.: To a great extent, Ford has instituted a corporate approach to buying its tv as exemplified by *Startime*. The roster of stars already set for this Tuesday night series of specials on NBC-TV is a Hollywood press agent's dream. Among those signed are Ingrid Bergman, Ethel Merman, James Stewart and Alec Guinness. Rosalind Russell, Maurice Chevalier, Kate Smith, Jack Paar, Polly Bergen, Eddie Hodges, Jerry Lewis, Art Linkletter, George Gobel, Tony Curtis, Marian Anderson, George Burns, Eddie Cantor, George Jessel, Jack Benny, Frank Sinatra and Mickey Rooney will appear in either featured or supporting roles in programs now set for the season.

All of the Ford cars will participate in this series of 39 weekly specials. The **Ford** car thus far has been designated the top position. The new **Falcon** will participate as will **Mercury-Edsel,** through Kenyon & Eckhardt, and **Lincoln,** via Foote, Cone & Belding. Ford car and the Falcon are handled by J. Walter Thompson, New York and Detroit. Ford's other network tv vehicles: Ford car (via Ford Div.) and possibly also the Edsel and Mercury in *Wagon Train* (NBC-TV) for which Ford Motor is committed to an alternate-week hour, and the Ford Div.'s half-hour weekly *Tennessee Ernie Ford*, also NBC-TV.

Ford Motor was a top investor in spot radio this year and has been in network radio. As for the 1960 auto year, Ford Div. will use spot radio for about three weeks in the introduction period but has plans for network. Spot tv is out of the picture (Ford dealers, however, also placed by JWT, is rapidly expanding its budget to an even bigger size for 1960). The Falcon advertising plans fit closely to the Ford car with spot radio apparently receiving a special nod. Ford passenger car is in the No. 2 ranking in new car registrations, behind its traditional rival Chevrolet.

Mercury and Edsel will back Leonard Bernstein's hour-long New York Philharmonic telecasts (four or five next season) on Sunday afternoons on CBS-TV with performances taped in Moscow, London, Vienna, Puerto Rico and one other city. Lincoln also is slated to participate in these. The three cars can be expected to break with spot campaigns at introduction. Debut dates for all three are about Oct. 15. For both years, Mercury rode in 8th place, Edsel in 13th while Lincoln remained in 15th.

General Motors Corp.: GM is upping its tv budget overall, spearheaded by increased network tv expenditures. (During the year it hired Gail Smith from P&G's tv operation as its director of tv, a newly-created post). The GM auto family includes Buick, Chevrolet, Oldsmobile, Pontiac, Cadillac and the new Corvair.

Chevrolet is GM's and the country's top automobile in sales. The 1960 model is slated for an early October (possibly Oct. 2) introduction. Its network tv budget is up, continuing with the *Dinah Shore Show* on NBC-TV and Pat Boone on ABC-TV. Chevrolet is adding a special on CBS-TV on Oct. 9 that will feature Red Skelton. No spot tv.

In radio, Chevrolet will tour the U.S.A. in spot and network. Its spot barrage on Keystone stations and 12 newscasts on CBS Radio which started this summer will continue, and it is

FORD SHOWS FALCON ON CLOSED-CIRCUIT TV

The drums are already beating for U.S. economy cars. Ford Motor Co. previewed its Falcon last week to newsmen in 21 cities, in what was said to be the first closed-circuit tv news conference of its kind.

A strategy of whipping up interest with a good look at the car well in advance of the date when dealers will be stocked is quickly being put into action by the Falcon people. It's obvious, too, in Falcon's broadcast plans. The car is slated to be in *Monitor* on NBC Radio this week, fully a month before actual debut, with test drivers reporting *Monitor*-style on a Falcon cross-country run (CLOSED CIRCUIT, Aug. 17).

Even before the Falcon's closed-circuit preview was underway, a Ford representative had announced that tv and radio stations were receiving film and radio tapes on the Falcon unveiling.

First news pictures of the Falcon will be in afternoon papers—and on tv if stations so elect—tomorrow (Sept. 8). The other compact cars are General Motors' Corvair with its air-cooled engine in the rear, the only U.S. car so designed, and Chrysler's Valiant. The Corvair will be shown in early October; the Valiant late that month.

Economy Theme • Falcon's theme is gas economy, low sales price and low cost and ease of repair. The car has a wheelbase 8.5 inches smaller and overall is 16.9 inches shorter than the 1959 Ford car. The Falcon weighs 2,366 pounds compared with 3,758 pounds for the Ford.

The Theatre-Network-Television staged closed circuit news conference originated at Dearborn, Mich., where Ford executives traced the development and design of the Falcon and showed a film as well as live shots of the car in action. By two-way voice circuits, reporters in each city asked questions which were answered by the Ford executives in Dearborn.

HENRY FORD II ON CLOSED CIRCUIT

Henry Ford II, president of the Ford Motor Co., predicted that Detroit would sell 750,000 to one million units of the compact cars (includes all three U.S. manufacturers) in the 1960 auto year which starts next month. Ford executives also asserted the Falcon would outstrip the Rambler in fuel economy.

Each of the compact cars has an estimated $10 million advertising support. Falcon is handled by Ford Div. through J. Walter Thompson, Valiant by the DeSoto Div. of Chrysler through BBDO, and Corvair by Chevrolet Div. of General Motors via Campbell-Ewald.

adding sponsorship of 22 newscasts on Mutual.

The Chevrolet Div. is marketing GM's new compact car, the **Corvair,** expected to be introduced at the same time as the Chevrolet, and Corvair generally will participate in Chevrolet broadcast buys. Campbell-Ewald, Detroit and New York, is the agency for Chevrolet and Corvair.

Buick has had tough going in sales this year (new car registrations down from No. 5 ranking of last year to a current No. 7). And this company, along with agency McCann-Erickson, has been deep in an inter-media wrangle. Oriented early in the year to considerable tv use, Buick roused the wrath of the newspapers, now has been conducting special tests in the print media. For the 1960 model, Buick will spend about $4 million in gross time and talent on six Bob Hope specials on NBC-TV and four adaptations of Ernest Hemingway works on CBS-TV. Buick is said to be upping its budget $2 million for its model year.

Next season **Oldsmobile** (down a notch from fourth to fifth place) is backing a regular weekly series, *The Dennis O'Keefe Show* on CBS-TV with a station clearance now set at about 230 stations. (Oldsmobile people stress station lineups, maintain they buy network to "put a broadcast signal into each Oldsmobile dealer's town").

The auto maker will have Bing Crosby in two specials plus a pick-up of the annual Crosby Pebble Beach golf tournament in January, all on ABC-TV. Its plans anticipate spot tv to be "not as big" as the last auto year and will continue to be used as a "fill in." Oldsmobile's network radio includes Lowell Thomas and the news five days weekly on CBS Radio (had been in *Monitor* on NBC Radio and in CBS Radio strips).

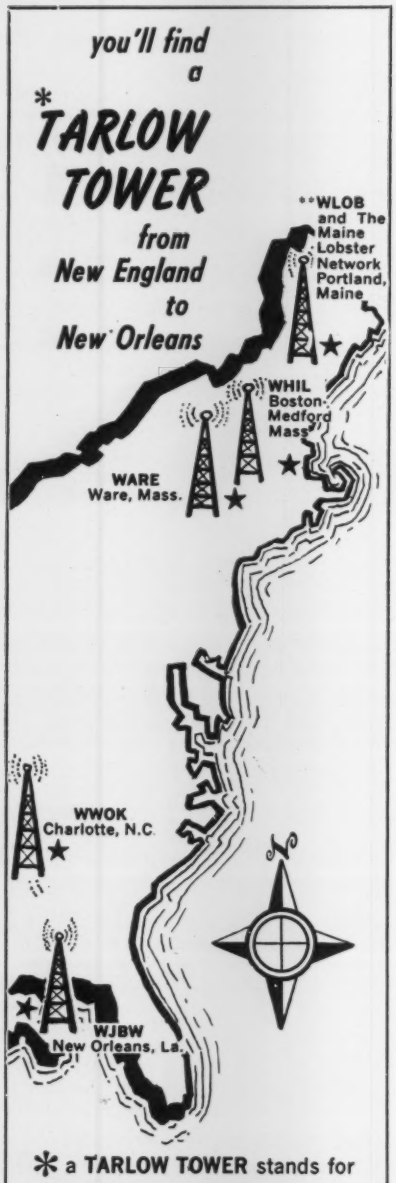
Though Oldsmobile actually will debut in showrooms on Oct. 1, the car will have a tv unveiling on the Sept. 29 Bing Crosby vehicle and the second in the series of *O'Keefe* shows. D. P. Brother, Detroit, is the agency for Oldsmobile. Brother also is handling the A. C. Sparkplug Div. of GM half-sponsorship (other half is by United Motors Service, also GM, and through Campbell-Ewald) of specials starring Art Carney (eight for the season), one per month starting Oct. 2 in the Friday night hour set aside for specials on NBC-TV (shows will alternate each month in length, hour and 90 minutes).

Pontiac has been pulling away from its medium-priced-field competitors shooting up from No. 6 to this year's No. 3 position. Pontiac will be out about at the same time as Oldsmobile.

For the introductory campaign,, Pontiac will augment its *Pontiac Star Parade* series of specials on NBC-TV with a spot tv blitz of top markets. It will start Oct. 1 on approximately 150 stations and last five or six days, using about nine spots a day per station. The cost comes to about $500,000. Pontiac ordinarily is not a radio user and plans no spot except to produce commercials through agency, MacManus, John & Adams, for dealers. It will sponsor, however, the Notre Dame football schedule on ABC Radio.

Parade returns with an hour special monthly starting Oct. 16, 10-11 p.m. with Victor Borge. In November it will present fresh talent (Mort Sahl may be anchor man), and the December edition, already on color tape, features Gene Kelly with Donald O'Connor and Carol Lawrence. Time and talent run about $450,000 per show (to run monthly through May).

Cadillac will continue to have all of its broadcast money in radio, a medium Cadillac traditionally favors. The ad-


you'll find a
* TARLOW TOWER from New England to New Orleans
**WLOB and The Maine Lobster Network Portland, Maine
WHIL Boston-Medford Mass.
WARE Ware, Mass.
WWOK Charlotte, N.C.
WJBW New Orleans, La.

* a TARLOW TOWER stands for

TOP AUDIENCE
PROGRAMMING
TALENT
RESULTS

**Associated with WLOB and The Maine Lobster Network, Portland, Me.; WHIL, Boston-Medford, Mass.; WARE, Ware, Mass.; WWOK, Charlotte, N.C.; WJBW, New Orleans, La.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

WHIL—National Rep.: Grant Webb Co.
WWOK, WJBW—WLOB
National Rep.: Richard O'Connell Co.
WARE—
National Rep.: Breen and Ward Co.

vertiser is lining up a thousand stations, including fm, for a two or three week campaign at a probable $200,000 cost. Music and lyrics of the spots created by Mark Lawrence, MJA's radio-tv vice president, employ 44 musicians and 14 singers, the score to be conducted and arranged by Norman Paris. Three-channel stereo engineering is used (with special tapes available to stations grouped for stereo) for the kit of six Cadillac commercials in various versions and lengths. Verbal continuity is by Charles F. Adams, MJA vice president who handles Cadillac copy. Cadillac, which usually does well in sales, has even a better record this year, up from No. 10 to No. 9.

Kaiser Industries: The continuing sponsor of ABC-TV's *Maverick* (via Willys Div.) is in a "success" class all its own. This spring Willys came out with a jeep station wagon model named the "Maverick." Willys' sales are up, the division for the six months ending last June 30 showing a $5.3 million profit compared to the previous period's $709,000 profit. Jeep sales increased

Renault excepted, imports aren't air-minded

The growing foreign car market in the U.S. is one that broadcasters have not penetrated to any appreciable extent. Automakers forecast that as many of 500,000 imports will be sold in 1960, but ad budgets are generally skimpy and the printed media are favored by most companies that are advertising-oriented. Some dealers, however, have made use of spot radio and tv with laudable results and are expected to continue such activity.

One broadcast-minded import is Renault Inc. which allocated about 50% of its expenditures in 1959 to radio-tv, and is expected to earmark approximately 60% of a slightly expanded budget to the air media in 1960.

Sullivan & Sixpence • Through its new agency, Kudner Adv., New York, Renault will sponsor the special 90-minute Ed Sullivan telecast over CBS-TV on Sept. 8; a new half-hour western, *The Plainsman*, over NBC-TV and (with RCA) a 90-minute color special, "The Moon and Sixpence" over NBC-TV. On NBC Radio, Renault has bought NBC *News on the Hour*, a five-minute, across-the-board program carried on 185 stations.

Doherty Clifford, Steers & Shenfield, New York, reported there are no plans for the agency to use radio-tv for Triumph 1960 models, as the Triumph budget is invested in magazines and newspapers. A spokesman noted that some of the automaker's 700 dealers, during the past season, had bought radio-tv spot campaigns locally, but the agency has no data available on the extent of these investments as dealers are not obliged to report their advertising expenditures.

During the past season, Hillman cars used spot tv in the New York area and present plans are to continue spot tv there and perhaps extend the schedule to other markets. A spokesman for Erwin Wasey, Ruthrauff & Ryan, Hillman's agency, said the New York spot tv effort was "satisfactory," and that discussions are being held between client and agency on the possibility of market expansion. Among the proposals are straight sponsorship by Hillman in an undetermined number of markets or a cooperative arrangement with dealers. If the extension is decided upon, the agency said, the spot tv campaign in areas other than New York will start in late fall or early winter.

Volkswagen of America, Englewood Cliffs, N.J., U.S. representative for Volkswagen, plans to develop an expanded group of radio-tv commercials for use by its 400 dealers throughout the country. A spokesman said that the only national advertising in the U.S. is in magazines, but last year the company made available a limited number of radio-tv commercials for local purchases by dealers. He added that dealers who reported on their advertising activity were "pleased" with the radio-tv campaigns. This year, under its new agency, Doyle Dane Bernbach, New York, Volkswagen will enlarge the number of its commercials and will appoint advertising representatives in each of its 14 distributor areas to oversee the distribution of radio-tv commercials and assist dealers in their local advertising programs.

Other foreign car manufacturers either are not considering radio-tv advertising at all or are planning to make commercials available to local dealers for their purchase of time. Companies which have had limited radio-tv exposure in the past and may undertake similar efforts this year are: Simca (a French car distributed in the U.S. by Chrysler Corp.), Volvo (Sweden), Citroen (France), Fiat (Italy) and Saab (Sweden).

LET'S DISH UP SOME BRASS TACKS!

Look at the record! In the recent past, three different services — ARB, NSI, NCS No. 3 — have pointed to WHO-TV as the top station in Central Iowa.

NCS No. 3 gives WHO-TV more daily circulation in 57 counties than any other station, daytime and nighttime. In the NSI Report for 27 Iowa counties (March, 1959) WHO-TV delivers *more homes in more quarter hours than any other station.* Finally, ARB (see below) proves WHO-TV's *hometown* popularity.

One of the big reasons for this outstanding showing is WHO-TV's star-studded library of film packages*. Films from this great library are featured eack weekday on WHO-TV's *Family Theatre* (Noon-2 p.m.), *Early Show* (4:30 p.m.-6:05 p.m.) and *Late Show* (10:30 p.m.-Sign-Off).

Sit down soon with your PGW Colonel and talk "brass tacks" about WHO-TV — by all odds, the best in Central Iowa television!

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**WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.*

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ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**233**	**227**	**50.0%**	**48.7%**
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

STEINMAN STATION · Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco

44% in those first six months.

Last July, Kaiser ran a full-page advertisement in publications with this blurb under a picture of star James Garner handling a card deck: "75% of America's tv homes see a jeep demonstration at least every six weeks. Over 15 million homes see one every week. (Does tv sell? Look at the Willys sales curve out in front and still climbing)." Young & Rubicam, New York and Detroit, handles Kaiser.

Studebaker-Packard Corp.: Radio tv will get only a "slight" increase over the comparable introductory period (first three months of the new car year) although the advertising budget has been virtually doubled for that time for the **Lark** and **Hawk** models. Current thinking, which D'arcy Adv., New York, agency for the auto maker, says is subject to revision, is radio-tv spot for the introductory period running from mid-October through mid-December, utilizing a possible lineup of 1,300 stations for spot radio and participations on NBC-TV's *The Jack Paar Show*. (Car debut is about Oct. 15). The increased budget will be allocated largely to print and outdoor. Studebaker's ranking has shot up to No. 11 from its former 14th position in new car registration.

The new auto models are beginning to come off the assembly line now, with the bulk of new makes going on sale in early October. The industry prognosticators indicate a good year in sales. In 1955, a high-water mark, a record 7.2 million units in U.S. auto sales were chalked up. Thereafter the going was spotty, sales slid in the 1958 "recession" but have bounced back in 1959 with a projected 6.2 million units. Detroit for 1960 is optimistic, expecting 6.8 million unit sales.

As for the marketing problems, Detroit spokesmen say inventories of 1959 models may be high but the pause before the 1960 onrush should deplete stocks, make room for new models; compact cars should swell the sales volume, whittle away at the large sales slice billed by foreign-made cars; there's enough steel, despite the strike, for production to keep abreast of demand at least through October and for many automakers even into 1960.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Aug. 9

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. All Star Baseball	17,489
2. Gunsmoke	14,285
3. Wagon Train	13,929
4. 77 Sunset Strip	11,481
5. Have Gun, Will Travel	11,036
6. Rifleman	10,680
7. I've Got a Secret	10,680
8. Desilu Playhouse	10,191
9. Ed Sullivan	10,191
10. Alfred Hitchcock Presents	9,968

Rank	% homes*
1. All Star Baseball	40.1
2. Gunsmoke	32.7
3. Wagon Train	31.8
4. 77 Sunset Strip	27.4
5. Have Gun, Will Travel	25.3
6. Rifleman	24.9
7. I've Got a Secret	24.4
8. Desilu Playhouse	24.3
9. Peter Gunn	23.6
10. Ed Sullivan	23.3

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

TOP 20 NETWORK PROGRAMS

Tv report for June-July

Once A Week	Rating July	Rating June
Wagon Train	24.4	24.9
Gunsmoke	24.2	26.2
77 Sunset Strip	22.2	24.6
Playhouse 90	21.1	24.2
Alfred Hitchcock	20.8	23.1
Ed Sullivan	20.7	20.7
Have Gun, Will Travel	20.4	22.4
Peter Gunn	19.9	22.8
Desilu Playhouse	19.7	20.6
Loretta Young	19.7	22.2
Frontier Justice	19.5	
Rifleman	19.5	22.4
Perry Presents	19.3	22.4
What's My Line	19.2	
Father Knows Best	19.0	21.4
Wyatt Earp	19.0	22.6
G.E. Theatre	18.4	
Joseph Cotton	18.4	
Maverick	18.4	21.2
Real McCoys	18.3	

Multi-Weekly	Rating July	Rating June
NBC News	8.6	9.1
Guiding Light	8.5	9.0
Jack Paar Show	8.4	7.9
Search For Tomorrow	8.3	8.9
CBS News	8.2	9.9
Concentration	8.0	8.0
Price Is Right	8.0	8.5
American Bandstand	7.9	8.7
Love Of Life	7.8	8.3
As The World Turns	7.2	8.0

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv report for Aug. 1-7

Rank	% Homes
1. Gunsmoke	27.2
2. Wagon Train	26.4
3. 77 Sunset Strip	26.0
4. I've Got a Secret	25.7
5. Rifleman	25.2
6. Desilu Playhouse	25.1
7. Loretta Young	24.8
8. Have Gun, Will Travel	24.6
9. Markham	24.1
10. Playhouse 90	23.9

Rank	No. Homes (000's)*
1. Gunsmoke	11,500
2. Wagon Train	11,000
3. 77 Sunset Strip	10,400
4. I've Got a Secret	10,700
5. Rifleman	10,100
6. Desilu Playhouse	10,400
7. Loretta Young	10,300
8. Have Gun, Will Travel	10,100
9. Markham	9,300
10. Playhouse 90	10,400

*Listed in sequence of rating level from first table.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball (NBC-175): Gillette (Maxon), Aug. 3, 6:45-10 p.m.

American Bandstand (ABC-111): Procter & Gamble (Compton), Thurs. 8:30-9 p.m.

As the World Turns (CBS-140): various sponsors, Mon.-Fri. 1:30-2 p.m.

CBS News (CBS-163): various sponsors, Mon.-Fri. 7:15-7:30 p.m.

Concentration (NBC-163): various sponsors, Mon.-Fri. 11:30-noon

Joseph Cotton (CBS-193): General Foods (B&B), Mon. 9:30-10 p.m.

Desilu Playhouse (CBS-121): Westinghouse (M-E), Mon. 10-11 p.m.

Father Knows Best (CBS-155): Scott (JWT), Lever Bros. (JWT), Mon. 8:30-9 p.m.

Frontier Justice (CBS-200): General Foods (B&B), Mon. 9-9:30 p.m.

GE Theatre (CBS-148): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-132): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-194): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-172): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-182): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-194): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Love of Life (CBS-162): various sponsors, Mon.-Fri. 12:00-12:30 p.m.

Markham (CBS-116): Schlitz (JWT), Sat. 10:30-11 p.m.

Maverick (ABC-137): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

NBC News (NBC-150): Texaco (C&W), Mon.-Fri. 6:45-7 p.m.

Jack Paar (NBC-138): participating sponsors, Mon.-Fri. 11:15-1 a.m.

Perry Presents (NBC-160): various sponsors, Sat. 8-9 p.m.

Peter Gunn (NBC-176): Bristol-Myers (DCS&S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-157): various sponsors, Thur. 9:30-11 p.m.

Price Is Right (NBC-157): various sponsors, Mon.-Fri. 11-11:30 a.m.

Price Is Right (NBC-148): Lever Bros. (OB&M), Wed. 8:30-9 p.m.

Real McCoys (ABC-156): Procter & Gamble (Compton), Thur. 8:30-9 p.m.

Rifleman (ABC-129): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B, Tues. 9-9:30 p.m.

Search For Tomorrow (CBS-130):Procter & Gamble (Compton), Mon.-Fri. 12:30-12:45 p.m.

77 Sunset Strip (ABC-143): American Chicle, Carter Products and Whitehall (all Bates), Harold Ritchie (K&E), Fri. 9:30-10-30 p.m.

Ed Sullivan (CBS-180): Eastman-Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

21 Beacon Street (NBC-185): Ford (JWT), Thur. 9:30-10 p.m.

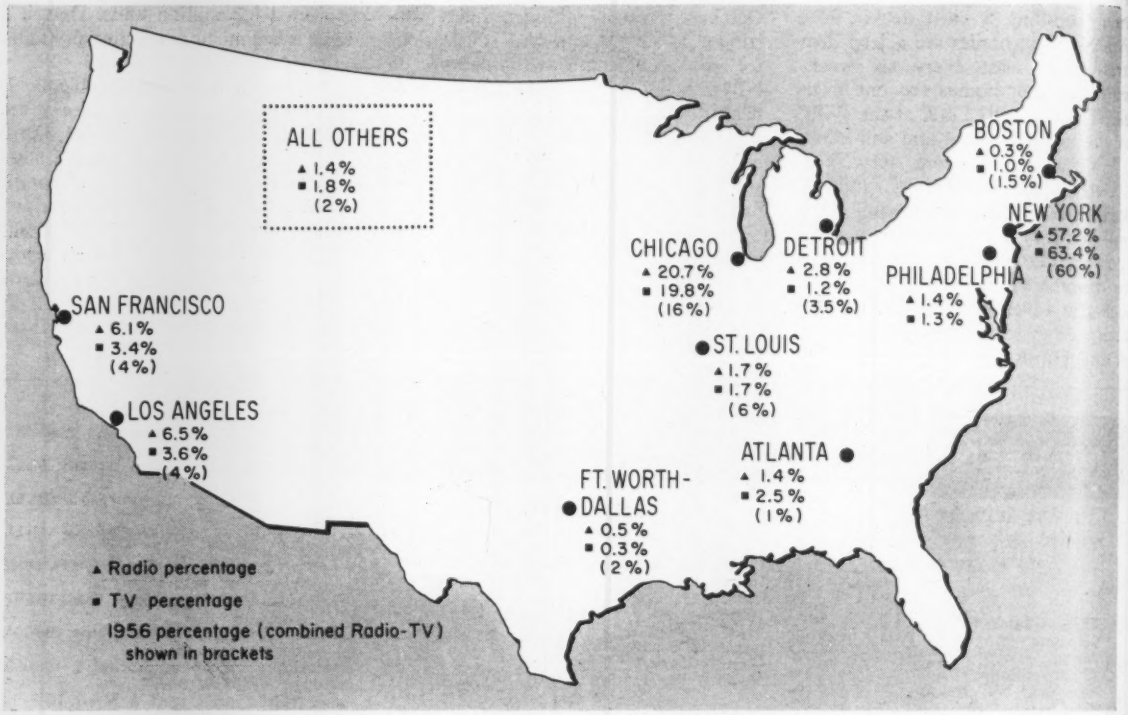
Wagon Train (NBC-176): Ford (JWT), R. J. Reynolds (Esty), National Biscuit Company (M-E), Wed. 7:30-8:30 p.m.

What's My Line (CBS-149): Sunbeam (Perrin Paus), Kellogg (Burnett), Sun. 10:30-11 p.m.

Wyatt Earp (ABC-141): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

WHERE THE SPOT DOLLARS FOR RADIO-TV ORIGINATE



The broadcast citadels of New York in the East, Chicago in the Midwest, and Los Angeles and San Francisco in the West, account for most of the national spot advertising placed on the country's radio and tv stations.

The New York-Chicago dominance—together they are the geographical source for more than three quarters of all national spot placed through station representatives—has been evident in the past. But it is even more so now.

The breakdown of spot business by source cities was prepared for BROADCASTING by Station Representatives Assn. The analysis shows spot business origination to be similar to what it was three years ago [BROADCASTING, July 23, 1956]. In the 1956 analysis, SRA combined radio and tv. This year figures are shown separately for radio and tv.

Some Changes • There have been some changes, however, among the lesser source-cities. The cities of Los Angeles and San Francisco, for example, now supply more national spot in radio than they did in 1956, while in tv they are about the same. St. Louis, on the other hand, has slipped considerably as a source, as have Boston and Detroit.

The percentages in the SRA analysis do not mean that all the business indicated for any city came from agencies located there. Station representative offices in Chicago, for instance, serve agencies and accounts as far away as Minneapolis-St. Paul; San Francisco offices handle business from agencies in Portland, Ore., and Seattle, etc

The chart shows each city originating spot business with the radio percentage indicated by triangle (▲), tv by block (■), and the 1956 percentage where available in parentheses.

DRUG, BEER TV BILLINGS RISE

TvB reports on new records in both groups

An all-time record high of $59.5 million was spent by drug advertisers on network and spot television in the first half of 1959, Norman E. Cash, president of the Television Bureau of Advertising, reported today (Sept. 7). The 1959 total exceeded the 1958 first half by almost 29%, he said.

Network TV gross time billing for drugs in the first half of this year amounted to $33,073,160 as against $25,814,000 in the corresponding period of 1958 (source: Leading National Advertisers - Broadcast Advertisers Reports). Spot television gross time billings were placed at $26,419,000 for the 1959 period, and $20,401,000 for the first half of 1958 (source: TvB-Rorabaugh).

"In a hard-sell industry, where results from advertising are expected quickly, television continues to be the basic medium for this group of advertisers," Mr. Cash commented. "Interestingly, television drug expenditures also outpace the general growth in advertising revenue in all media."

Advertisers spending more than $1 million in behalf of drug and remedies on network television and their *expenditures in this classification were:

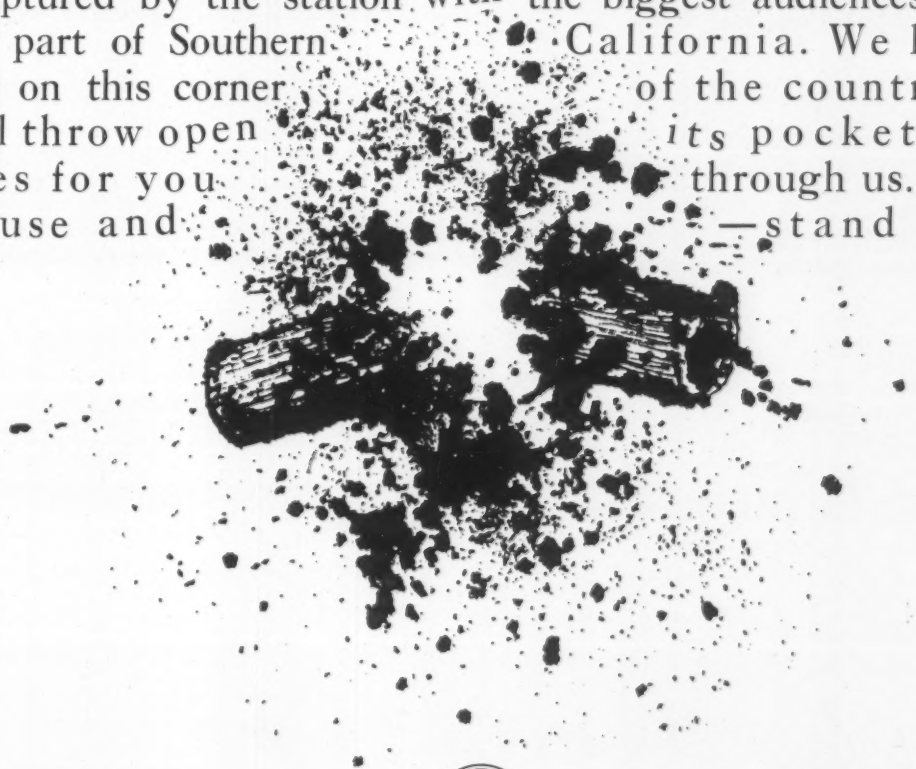
1.	AMERICAN HOME PRODUCTS	$9,862,334
2.	STERLING DRUG CO.	6,548,362
3.	PHARMACEUTICALS INC.	3,958,526
4.	MILES LABORATORIES	3,453,968
5.	BRISTOL-MYERS INC.	3,206,330
6.	DRUG RESEARCH CORP.	1,126,088
7.	CARTER PRODUCTS INC.	1,105,014

* Tabulation includes only drug and remedy expenditures and is not the total expenditure in network television for these advertisers. (1st half of '59.)

Beer & Ale Time Buying • The nation's brewers invested a record high of

EXPLOSION!

That sound you're hearing from the lower left hand corner of America isn't caused by nuclear fission. It's the 19th market . . . bursting wide open. San Diego. Working, playing and buying at a furious pace. And KFMB Radio echoes the healthy, vibrant sounds. CBS speaks from around the world. Our own reporters know this market intimately — and vice versa. Happy music, nice personalities. Variety. Overall, San Diego's own bounce, pace and life captured by the station with the biggest audiences in the better part of Southern California. We have a corner on this corner of the country and it will throw open its pockets and purses for you through us. Touch our fuse and —stand back!



KFMB RADIO CBS **SAN DIEGO**

REPRESENTED BY EDWARD PETRY & CO., INC. A TRANSCONTINENT STATION

Maybe it depends on how you LOOK at it!

When the pressure's on, you tend to see things out of proportion. But not if you use WAVE-TV. Here balanced programming and *trustworthy operation* automatically assure you of audience ratings, coverage and low costs-per-thousand.

WAVE-TV

CHANNEL 3 • Maximum Power • NBC

LOUISVILLE

NBC SPOT SALES, Exclusive National Representatives

more than $22 million in spot tv for the first half of 1959, according to another TvB report, issued last Thursday (Sept. 3).

Based on TvB-Rorabaugh figures, the bureau placed beer and ale expenditures at $22,043,000, said to be almost 15% more than the $19,236,000 total in the first half of 1958.

The report stated that Anheuser-Busch, which has distribution in all 48 states, led in spot tv expenditures with $1,976,000 during the first half of 1959 and was followed by Jacob Ruppert, a regional brewery covering nine northeastern states, which invested $1,466,800.

The top ten beer and ale spot tv advertisers in the first half of 1959, as reported by TvB-Rorabaugh, were:

1.	ANHEUSER-BUSCH	$1,976,600
2.	JACOB RUPPERT	1,466,800
3.	PABST BREWING CO.	1,198,800
4.	CARLING BREWING CO.	1,135,800
5.	FALSTAFF BREWING CO.	1,077,300
6.	THEO. HAMM BREWING	941,200
7.	JOS. SCHLITZ BREWING CO.	890,500
8.	PIEL BROTHERS	884,600
9.	NATIONAL BREWING	683,700
10.	P. BALLANTINE & SONS	651,300

Ruppert may switch to another agency

The Jacob Ruppert Brewery (Knickerbocker beer), New York, is restless.

For some time, the brewery has been reported to have been interviewing advertising agencies. The company, which is a heavy user of spot radio and spot tv in its New England and Metropolitan New York areas, has an ad budget of about $2 million. (Also see ranking of breweries spending in spot tv, above.)

When the reports were first circulated—Knickerbocker now is at Compton Adv.—Maurice E. Atkinson, Ruppert's advertising manager, acknowledged that agencies were always making presentations but denied that the account was about to shift.

Last week, Mr. Atkinson reported that the *status quo* existed for the present. He said he had no comment to make about an impending move but that an announcement would soon be forthcoming. The matter will then be resolved, he said.

Maryland Club Coffee to test introductions

Two different promotion techniques —one involving the use of television— will be tested by Maryland Club Coffee in introducing its product in Colorado and Minnesota. At the end of the introductory campaign, costs and results will be compared by its advertising agency, Clay Stephenson Assoc. Inc., Houston, Tex.

In the Minnesota promotion, an hour-long fashion spectacular, "Fashions in Coffee," has been scheduled for presentation on all network stations in the Minneapolis-St. Paul area (KSTP-TV, WCCO-TV, WTCN-TV) on Sept. 11. On the show, New York models will display new fashion creations while leading designers provide commentary. The show is considered a means of establishing the "prestige brand image which has made Maryland Club one of the best-selling coffees in the Southwest."

The Minnesota campaign includes insertions in *Vogue, Harper's Bazaar* and *House Beautiful*. Maryland Club's advertising in all media seeks to establish it as a prestige product through close association with social leaders of note and leading fashion designers.

On a local level, heavy tv schedules in prime nighttime hours and newspaper ads are planned.

The Colorado campaign is called "a direct selling program" and will use no tv advertising.

Several hundred guests representing the social, civic and philanthropic life of the Twin Cities, as well as Hollywood personalities have been invited to the fashion spectacular which will be telecast from the Interlachen Country Club.

Food companies head radio spot sales elite

Food companies were the leading category of spot radio advertising during the second quarter of 1958, according to a report released today (Sept. 7) by the Radio Advertising Bureau. RAB stated that the food field accounted for 19.1% of all brand advertisers using the medium. Others, in order, included gasoline companies (11.4%); automotive (10.8%); tobacco (10.5%); ale, beer, wine (9.3%), toiletries (7.0%), drugs (6.7%); agriculture (3.4%); transportation and travel (3.3%); cleansers (3.1%).

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Aug. 27-Sept. 2 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Aug. 27	Masquerade Party (10:30 p.m.)	NBC-TV	16.0
Fri., Aug. 28	77 Sunset Strip (9:30 p.m.)	ABC-TV	17.0
Sat., Aug. 29	Gunsmoke (10 p.m.)	CBS-TV	18.6
Sun., Aug. 30	What's My Line (10:30 p.m.)	CBS-TV	20.1
Mon., Aug. 31	Desilu Playhouse (10 p.m.)	CBS-TV	22.8
Tue., Sept. 1	Wyatt Earp (8:30 p.m.)	ABC-TV	17.4

Copyright 1959 American Research Bureau

Granco starts fm push with $15,000 time buy

Granco Products Inc. Long Island City, N.Y. (manufacturer of fm radio sets), will launch an ad campaign this month designed to educate the public on the advantages of fm reception. "We're driving hard for a mass market for fm radio sets," Henry Fogel, president of Granco said, "so the emphasis of our campaign will be fm first and Granco second."

Initially the campaign will be concentrated in the New York market. Beginning Sept. 22 an estimated $15,000 will be spent on two New York am stations, WCBS and WRCA. Weiss & Geller Inc. will handle the point-of-sale material and Robert D. Eckhouse & Assoc., both of New York, will undertake public relations programs.

The ad format calls for a series of one minute spots to be delivered by band leaders Skitch Henderson and Jose Melis, who state their preference for fm when listening to music, plus symphonic music showing the clarity of fm transmission.

Next year's plans call for the promotion to extend to other key fm areas, including Chicago, Boston, Los Angeles, Philadelphia and San Francisco.

• Business briefly

Time sales

Rayco spot-heavy • Rayco Mfg. Co., Paterson, N.J., launches extensive spot radio-tv campaign today (Sept. 8) to advertise its expanded line of automotive products, including shock absorbers and mufflers as well as seat covers and convertible tops. The campaign will consist of more than 2,500 one-minute commercials per week over 87 radio stations in 70 markets and 260 one-minute filmed commercials per week on 53 tv stations in 50 markets. Agency: Mogul Lewin Williams & Saylor, N.Y.

Bowl buying • Gillette Safety Razor

Co. following annual custom, will sponsor the Blue-Gray and Rose Bowl football games on NBC-TV and NBC Radio. The Blue-Gray game presents northern vs. southern collegiates in the Cramton Bowl, Montgomery, Ala., Saturday, Dec. 26. The Rose Bowl on New Year's Day at Pasadena, Calif., features champions of the Big Ten and Pacific Coast region. Gillette, through Maxon Inc., N.Y., is sponsoring the Rose Bowl for the ninth year on NBC Radio and NBC-TV, the Blue-Gray game for the sixth year on NBC-TV and the fourth on NBC Radio.

Ivy gate • WCBS New York has sold its Saturday-and-Thanksgiving card of Ivy League football games to *Time* magazine, N.Y. The sale, described as one of the radio's largest in the New York area in recent years, involved in excess of $30,000, it is understood. Games begin the afternoon of Sept. 26. *Time* agency: Young & Rubicam, N.Y.

Next million • Another $600,000 in net sales has been marked up by NBC Radio since a $2 million report handed in for the one-month period ending Aug. 19. On the new report: Renault Inc. (through Kudner Agency) reported new to network radio, with quarter sponsorship of *News on the Hour* for 13 weeks; Marion-Kay Products Co. (through Biddle Co.), announcements on *Alex Dreier, Man on the Go;* Florists Telegraph Delivery Assn. (Keyes, Madden & Jones), participations in *News on the Hour, Dreier* and *Monitor;* Beltone Hearing Aid Co. (Olian & Bronner Inc.), four-week schedule on *News of the World;* Church & Dwight (J. Walter Thompson), quarter sponsorship of *News on the Hour* for six weeks, and Sunsweet Growers Inc. (Long Adv.), an eight-week schedule of announcements.

Broadway exposure • "Schubert Alley," special set by NBC-TV for Friday, Nov. 13 (10-11 p.m. EST), will be sponsored by Sinclair Refining Co., N.Y., through Geyer, Morey, Madden & Ballard, N.Y. Singers Andy Williams, Doretta Morrow and Alfred Drake head the cast, with Mr. Williams hosting a musical tour of the Broadway theatre district.

Tv-radio walk on • National Shoes Inc. (independent shoe chain), N.Y., says this fall will launch the most extensive ad campaign in its history. Store chain will use all four media (newspaper, radio, tv and magazine) to cover 38 markets where it operates 170 stores. For its campaign, National has a new jingle, will place its strongest effort in radio (one minute announcements) for heavy placement in all markets on either 39- or 52-week schedules. Tv program participations will be confined to WNEW-TV New York, and a new 20-second animated commercial has been prepared for spot use. Mogul Lewin Williams & Saylor, N.Y., is agency.

ITC down Mexico way • Independent Television Corp. has sold *Four Just Men* tv film series for firm 52 weeks to Mexican division of Chrysler Motor Corp. (Fabrica Automex S. A., via Publicidad General, Mexico City, advertising agency) which paid $40,000 for series in all four tv markets in that country. Foreign sales for *Four Just Men* now total $840,000, says Abe Mandell, ITC's director of international sales. (It brought in $500,000 in England, $200,000 in Canada and $100,000 in Australia).

At the half • Schick Safety Razor Co., N.Y., has taken quarter sponsorship of the 1959 National Collegiate Athletic Assn. football games on NBC-TV. *NCAA Game Of The Week* begins Saturday, Sept. 19, with Louisiana State U-Rice game from Baton Rouge, La. The 10-game card, also quarter-sponsored by Cluett, Peabody & Co. for Arrow shirts. Schick Agency: Compton Adv., N.Y.

Teamed for sports • General Mills, Minneapolis, and Colgate-Palmolive, N.Y., will alternate as sponsors of *The World of Sports,* quarter-hour show scheduled preceding national college football telecasts on NBC-TV. The seven-time sports program will be seen Saturdays Oct. 17-Dec. 5, plus Thanksgiving Day. General Mills' purchase is for Wheaties cereal through Knox Reeves Adv., Minneapolis, and Colgate's for Palmolive shaving creams and Wildroot Cream Oil through Ted Bates, N.Y.

Tv 'newsbreaks'

Station-break time on WNTA-TV Newark is now slotted with so-called "newsbreak" programs of news and weather. The station introduced this programming concept some weeks ago and announced last week that General Foods Corp. (Maxwell House Coffee), White Plains, N.Y., has signed for 25 hourly "newsbreaks" per week. The breaks run about one minute just before the hour when competing stations are running closing program credits and commercials. Malcolm C. Klein, vice president and general manager, pointed out that "newsbreaks" provide spot news regularly, a rarity on tv, and are likely to attract viewers who flick the dial at the end of a program. The agency for Maxwell House is Ogilvy, Benson & Mather, New York.

Agency appointments

• Competition Motors Distributors, L.A., distributor of Volkswagens for Southern California, Southern Nevada and the State of Arizona, has appointed Doyle Dane Bernbach, L.A., to handle its advertising, effective Oct. 15. In the past, the $425,000 annual advertising budget has gone chiefly into tv and newspapers. DDB handles the Volkswagen advertising nationally.

• Scudder Food Products, L.A., has named Campbell-Mithun, L.A., as agency for all products, effective immediately.

• George Blaufuss & Son, Napa, Calif., has named Barnes Chase Co., L.A., as agency for Saxon fruit juice products. New campaign, to start about Oct. 1, will utilize television as its major medium.

• George W. Luft Co., Long Island City, N.Y., for Tangee lipstick and other cosmetics names Albert Frank-Guenther Law Inc., N.Y. The firm, with current business 21% ahead of last year, plans expanded advertising in all media next year.

• Also in Advertising

Commercial suggestions • George Burkhardt has written a 31-page mimeographed compendium on the art of writing humorous radio commercials. Titled "Touch Me Lightly," it outlines the "do's and don't's" of combining humor with sales pitch. The price is $5, and it is available from Special Events, 714 Castillo St., Santa Barbara, Calif.

Enlarged Hollywood office • Needham, Louis & Brorby has announced substantial enlargement of its Hollywood office, moving from 9100 to 9130 Sunset Blvd. The expansion is attributed to a continuing increase in business handled by the newly-aligned tv-radio programming and creative departments (AT DEADLINE, Aug. 3). Michael W. Gradle, vice president, continues as manager of the NL&B Hollywood office, handling programming and production, while Kenneth C.T. Synder, tv-radio creative manager, will supervise NL&B Hollywood creative activities. In WEEK'S HEADLINERS, Aug. 31, the agency was incorrectly connected with a story on the transfer of I.P. Katz, Leo Burnett, to broadcast supervisor, to Burnett's New York office.

CHECK ✓ and DOUBLE CHECK ✓✓

✓ WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓ One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV

CBS TELEVISION

CHANNEL 10 • CBS–ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.

CONGRESS VOTES SEC. 315 REVISION

News program exemptions put into political broadcast law

Broadcasters last week were emancipated from some of the federal control which the government has exercised for 32 years over political broadcasting.

The Senate and House passed and sent to the White House an amendment which will free broadcasters from the need to give equal time to rival candidates on all kinds of news programs, including interviews like *Face the Nation* and *Meet the Press*. Presidential approval was considered a certainty.

The amendment to Sec. 315, the political broadcasting section of the Communications Act, passed the Senate on a voice vote Thursday (Sept. 3) after 45 minutes of debate.

The day before it had passed the House by a standing vote of 142-70 after a stiff floor fight, with the opposition led by Reps. John Moss (D-Calif.) and John Dingell (D-Mich.).

Both floor actions were on a joint conference-approved version of a Senate bill. The conference report was submitted a week before (BROADCASTING, Aug. 31).

Pastore the Leader • Sen. John O. Pastore, (D-R.I.), chairman of the Senate communications subcommittee led the Senate floor discussion of the conference report last Thursday. He emphasized the conference insistence on a rule-of-thumb formula to guide enforcement. This provides that panel and similar news programs must have a regular, scheduled format, come under control of the broadcaster, and not advance the cause af any candidate.

Sen. Clair Engle (D-Calif.), who was concerned about local broadcast programs rather than national shows, said he intended "to watch closely" the administration of the act. FCC will be expected to submit regular reports, Sen. Pastore said.

Sen. Engle added, "I would not want to see the broadcasting industry be in a position to give us the kind of business we get from the newspapers of the nation. Getting on the air is a privileged business and we ought to insist that the treatment of our airwaves be fair. That is the last refuge some of us have so far as 'electability' is concerned. This business goes to the jugular vein of Democrats who run for office." He claimed that panel programs can still be rigged but Sen. Pastore saw little danger of this, reminding that the fair-treatment obligation remains in the act.

Sen. Spessard L. Holland (D-Fla.) voiced concern over dangers of abuse by broadcasters.

Answering an observation by Sen. Barry Goldwater (D-Ariz.) that Sen. Hubert H. Humphrey (D-Minn.) had been denied time on the CBS *Face the Nation* because other candidates might ask equal time, Sen. Pastore said he felt CBS had gone "far afield" to consider that Sen. Humphrey was a presidential candidate. CBS was "gunshy" because of the Lar Daly decision, he added, and took "superlative precautions" not to violate the law. He said the incident showed the "ridiculousness" of the Lar Daly decision.

The joint Senate-House conference compromised differences in equal time amendments which had been approved in separate actions by the two houses (BROADCASTING, Aug. 31). As approved last week by the House, S 2424 exempts from political equal time demands bona fide newscasts, bona fide regularly scheduled news interviews, bona fide news documentaries (if the appearance of a candidate is incidental to the news) and on-the-spot coverage of bona fide news events.

The bill also contains a "standards of fairness" statement and provides for a continuing congressional study of the equal time amendment, with the FCC charged with making annual reports to Congress.

Very Clear Guide • Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and one of the conferees, was the principal spokesman for passage of the bill during House debate Wednesday. He said the conference report gives broadcasters a "very clear guide" to follow in interpreting Sec. 315. He made it very clear that such news interview-panel shows as *Face the Nation* and *Meet the Press* are meant to be exempt from equal time demands.

He said the phrase "panel discussions" was deleted from the original House language because it was too hard to define and there was a feeling this would go too far. Rep. Harris said there had been a pattern over the years to exempt newscasts and news interviews, reversed by the Lar Daly decision, and S 2424 merely writes into law the practice prior to that February ruling.

"We have done the best we could to try to resolve this issue," Rep. Harris said of the conference. "We have a better bill than that passed in the House and a better bill than was passed in the other body." Reps. John Bennett (R-Mich.), J. Arthur Younger (R-Calif.) and William Avery (R-Kan.), all members of the conference committee, endorsed Rep. Harris' statements. Rep. Bennett pointed out that Congress is attempting to legislate in "a most difficult area" and that it would be impossible to incorporate language answering all questions which will arise.

Safeguards Incorporated • Rep. Harris maintained that the bill contains adequate safeguards against abuse by stations for the candidates. In support of this contention, he cited this language from the report: "The intention of the committee of conference is that in order to be considered bona fide a news interview must be a regularly sched-

The new law

Here is the text of the amendment to Sec. 315 passed last week by both Senate and House:

That sec. 315(a) of the Communications Act of 1934 is amended by inserting at the end thereof the following sentences: Appearance by a legally qualified candidate on any—

(1) bona fide newscast,
(2) bona fide news interview,
(3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or
(4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto),

shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussions of conflicting views on issues of public importance.

Sec. 2 (a) The Congress declares its intention to reexamine from time to time the amendment to section 315(a) of the Communications Act of 1934 made by the first section of this act, to ascertain whether such amendment has proved to be effective and practicable.

(b) To assist the Congress in making its reexaminations of such amendment, the Federal Communications Commission shall include in each annual report it makes to Congress a statement setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary in the public interest.

A little bit of liberty.....AN EDITORIAL

LIBERTY is never won easily—not even a little bit of liberty. Broadcasters last week got a little bit of liberty they had never had before in the presentation of political news. They got it because some of them worked to get it.

FRANK STANTON

In the accompanying story reporting the significant amendment of Sec. 315, the political broadcasting law, we have listed the broadcasters who went to the trouble of formally presenting the case for amendment or repeal of the section. There were others who aided the cause informally by private discussions with members of Congress. Still others broadcast editorials on the subject. All of these broadcasters must be regarded as the leaders of their field, the men who have the vision to recognize the potentials of broadcast journalism and the courage to face—and welcome—the responsibilities that accompany journalistic power.

It in no way diminishes the importance of these contributions to say that the man who did the most to obtain relief from Sec. 315 was Frank Stanton, CBS president. He testified before both Senate and House committees, as did many. He broadcast a persuasive editorial, as did some. But beyond those functions he spent much of his time in recent months in personal work among key members of House and Senate. We think it not at all unreasonable to say that without his work and that of key CBS executives like Joe Ream, Dick Salant and Kidder Meade, there would have been no action last week on Sec. 315.

THE new Sec. 315 under which broadcasters will operate is a distinct improvement over the old Sec. 315. It gives broadcasters the freedom to exercise their own editorial judgment in the presentation of news about political candidates. It also imposes new responsibilities. It was hard to make mistakes in political broadcasting as long as it was conducted according to explicit federal law. Those whose interest in avoiding mistakes exceeds their interest in practicing informative journalism will not welcome their new liberty. But for those who wish to lead radio and television into a position of greater influence in the world of journalism, the new liberty will be an invitation—indeed a command. The broadcast coverage of the election campaign of 1960 ought to create the most informed electorate in the history of the republic.

It is on the record of radio and television performance in that campaign that broadcasting must base its case for even more freedom from the restrictive effects of federal editorial control. Radio and tv cannot assert their full potential as journalism media until Sec. 315 is repealed.

A long step toward repeal was taken in the House and Senate last week. If there is to be a next step, it must be taken by broadcasters themselves in the form of amassing a commendable record under the new Sec. 315.

uled program. It is intended that in order for a news interview to be considered bona fide, the content and format thereof, and the participants, must be determined by the licensee of a station and by the network . . . and the determination must have been made by the station or network . . . in the exercise of its bona fide news judgment and not for the political advantage of the candidate for public office."

The Commerce Committee chairman also cited this paragraph of the bill as providing additional protection for candidates and the public: "Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries and on-the-spot coverage of news events, from the obligation imposed upon them under this [Communicatons] Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

Back-Door Repeal • Rep. Moss, the only member of the 11-man conference committee who did not sign the report, told his colleagues that "we are making a back-door repeal of Sec. 315. . . ." He maintained that S 2424 "has no safeguards . . ." against abuse by broadcasters.

He said the standards of fairness clause has no meaning because a station comes up for renewal of its license only once every three years. By then, Rep. Moss said, there is no recourse for the candidate who has been wronged. He pointed to the indictment of three former Mutual executives (see story, page 68) as proof no protection is afforded against network abuse because they are not licensed.

The Californian charged that the conferees were "clearly inconsistent" because they said the criteria "incidental" to the news was of no value (this provision applied to all exemptions in the original House-passed bill and was language incorporated in committee by Rep. Moss) yet applied it to interviews.

He also hit as inadequate, as did others who spoke against the bill, the requirement that news interviews be "regularly scheduled." "What is a regularly scheduled program?" he asked. "There is no definition . . ." he said, and maintained that a broadcaster can call a program "regularly scheduled" for a few days or weeks before an election and then drop it.

Local Problem • Rep. Moss told the congressmen to stop thinking in terms of *Meet the Press* and other network shows because "this becomes an issue in your local district on your local station . . . This is wide open to abuse . . ." because it is impossible for a candidate to prove a broadcaster has acted in bad faith.

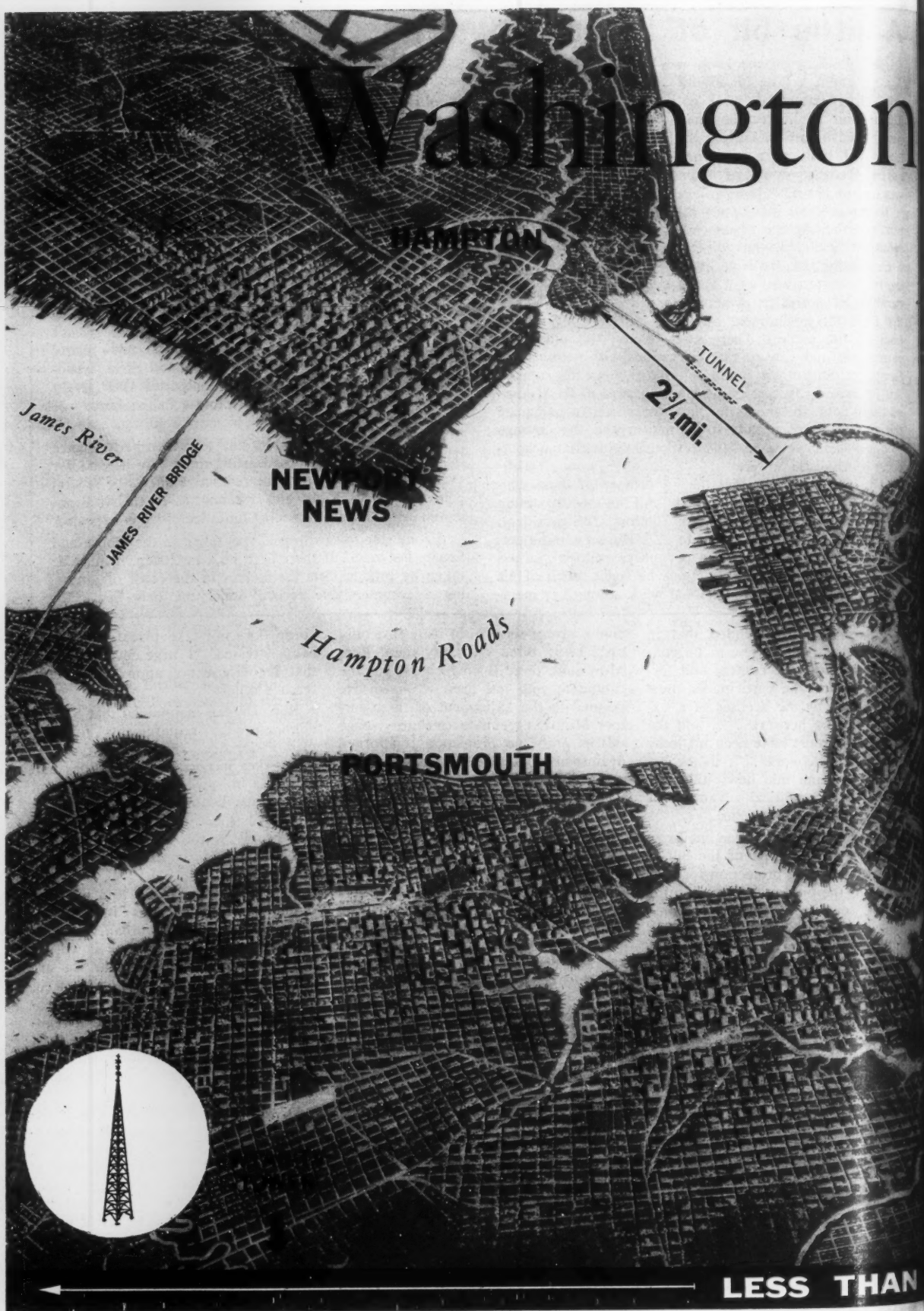
"It is our responsibility to see that abuse does not take place . . .," Rep. Moss stressed. "I urge most sincerely that the House not approve this conference report."

Rep. Dingell maintained that S 2424 eliminates the requirements for fair play under Sec. 315. He charged the bill makes it possible for stations and networks to give preferred treatment to one candidate over another. "The property [spectrum] of the American people is too sacred a thing for careless use of words," Rep. Dingell said.

Rep. Harris, in answer to a question posed by Rep. Charles Brown (D-Mo.), said that when broadcasters go beyond the spirit of the law it will be detected immediately. "I fear we are asking for further trouble," Rep. Brown, a former broadcaster and program syndicator said. He said a regularly scheduled program is open to a great many interpretations while an "incidental to the news" proviso leaves no question.

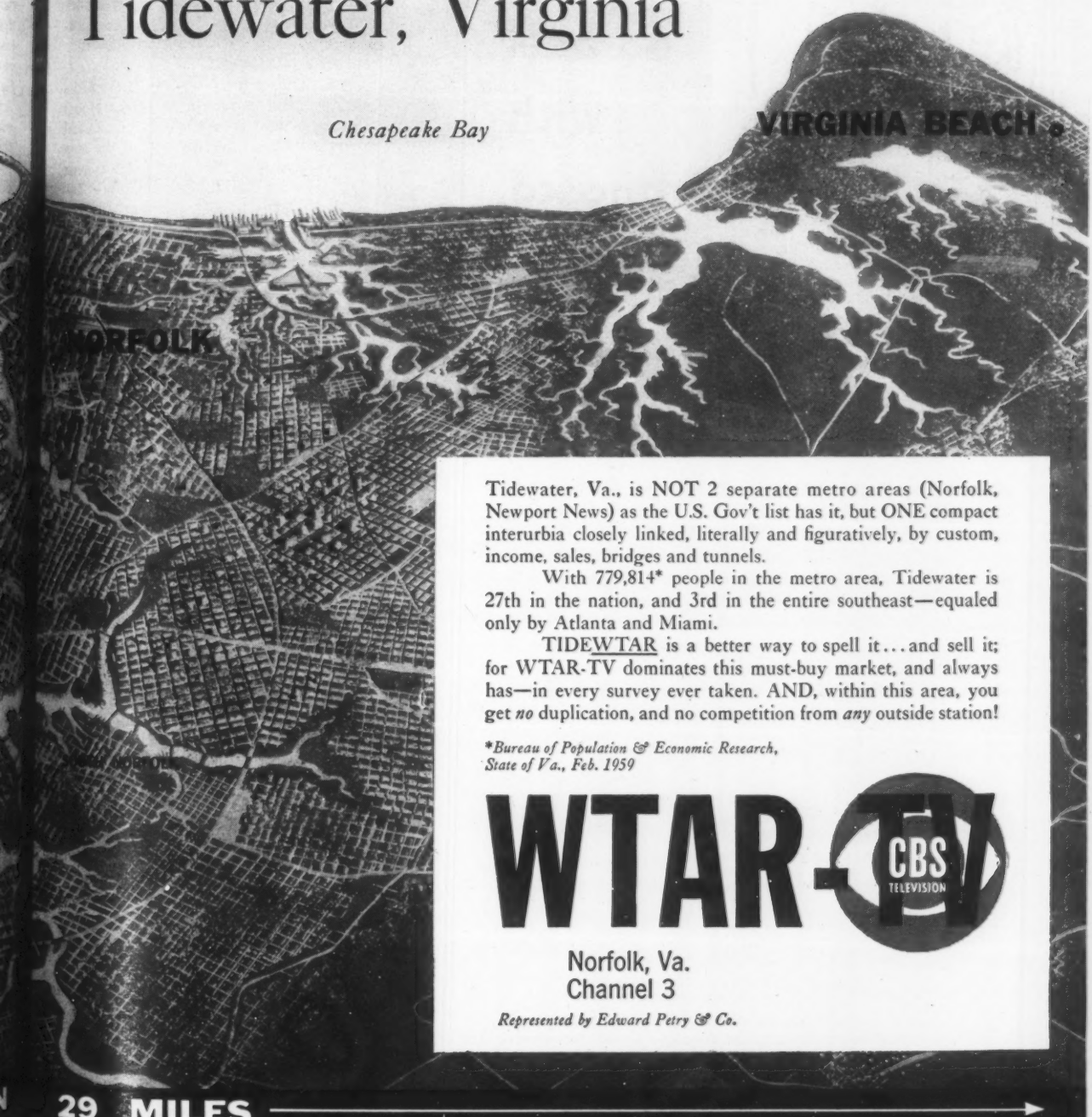
As he did during the first House debate on passage of the bill (BROADCASTING, Aug. 24), Rep. Charles Vanik D-Ohio) asked if station-endorsement of a candidate would be covered under the bill. Rep. Harris replied that this is not covered but that he felt it would be a "clear abuse." He pointed out that only 2-3 stations have editorialized in favor of a political candidate.

The final 142-70 vote for passage


Washington
HAMPTON
TUNNEL
2¾ mi.
James River
JAMES RIVER BRIDGE
NEWPORT
NEWS
Hampton Roads
PORTSMOUTH
LESS THAN

n Slipped Here!

Tidewater, Virginia



Tidewater, Va., is NOT 2 separate metro areas (Norfolk, Newport News) as the U.S. Gov't list has it, but ONE compact interurbia closely linked, literally and figuratively, by custom, income, sales, bridges and tunnels.

With 779,814* people in the metro area, Tidewater is 27th in the nation, and 3rd in the entire southeast—equaled only by Atlanta and Miami.

TIDEWTAR is a better way to spell it...and sell it; for WTAR-TV dominates this must-buy market, and always has—in every survey ever taken. AND, within this area, you get *no* duplication, and no competition from *any* outside station!

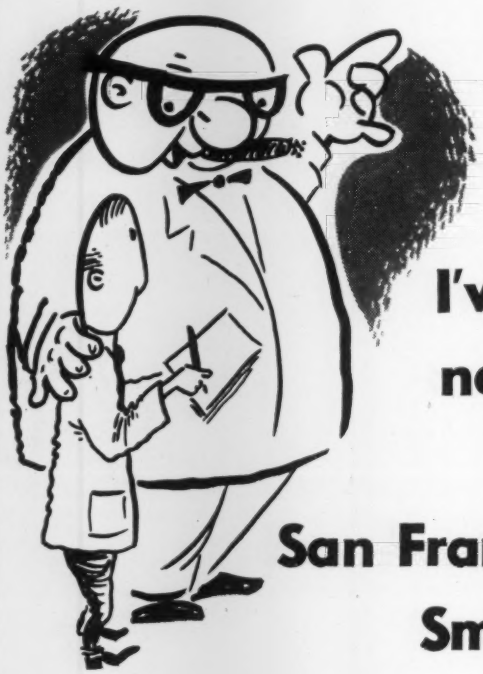
**Bureau of Population & Economic Research, State of Va., Feb. 1959*

WTAR-TV

CBS TELEVISION

Norfolk, Va.
Channel 3

Represented by Edward Petry & Co.



I've got no beef with San Francisco, Smidley.

Sure, it takes a four-station network to do it . . . but there are more gas station sales in the Cascade market than in San Francisco. More food sales than in Toledo. Look at it another way, Smidley. The Cascade network is the only television reaching the entire market. A smart buy? It's a "must" buy in the Pacific Northwest.

CBS NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

was by head count only and there was no record made of individual votes. However, all of the 70 votes against S 2424 were cast by Democrats with all the Republicans present on the floor voting for the equal time amendment.

Written Appeal • On Monday of last week, prior to floor consideration of the conference report, Reps. Moss and Dingell sent a letter to House members urging rejection of the bill. In support of their arguments, they made these points:

(1) The conference language is a complete rejection of the House bill requiring that a candidate's appearance on newscasts, news interviews and documentaries be "incidental to reporting of bona fide news."

(2) The conference bill "replaces the objective requirement of the House bill that the appearance be incidental to reporting of the news with the subjective test that the newscast, or news interview be bona fide—a purely subjective test almost impossible to prove. . . ."

(3) The conference report offers "entirely new and novel exemptions from Sec. 315 to panel shows and news interviews never before allowed. . . ."

The hectic 8 months of equal-time issue

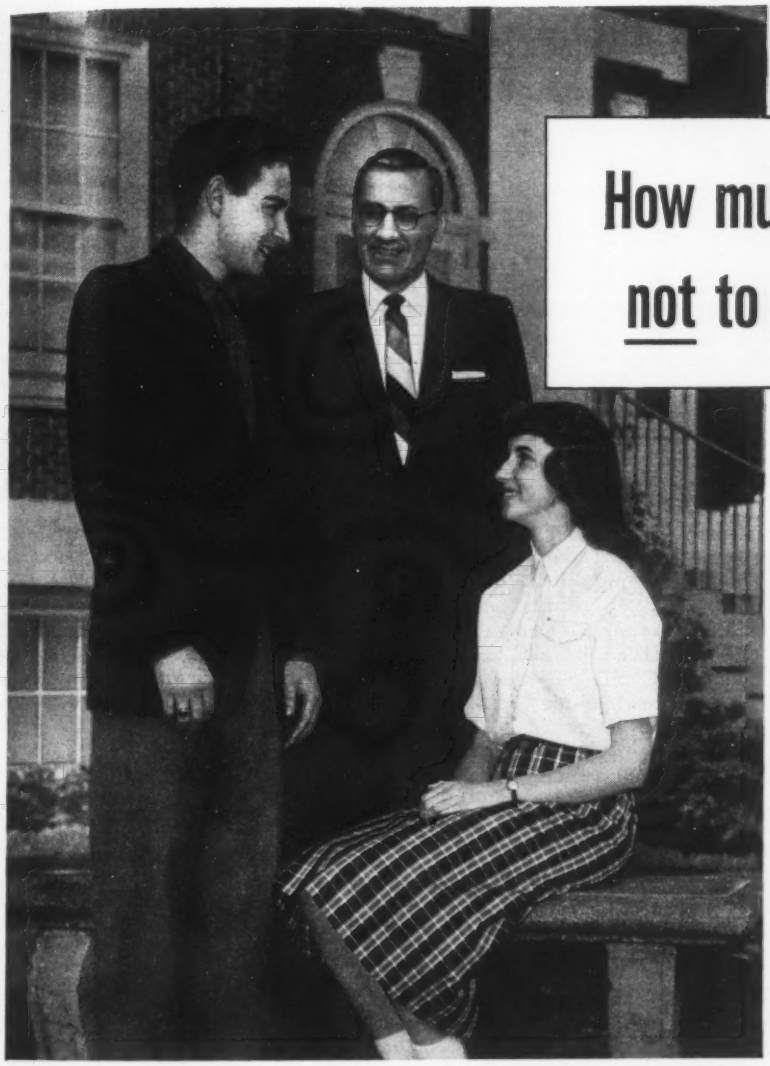
Before last Feb. 18 the average American had never heard of Sec. 315 of the Communications Act and its political broadcasting requirements. However on that date, the FCC issued a 4-3 decision which made "equal time" a common word in American homes and newspapers.

The Commission, by a 4-3 vote, ruled that perennial candidate Lar Daly was entitled to equal time after his incumbent opponent for mayor of Chicago appeared on regularly-scheduled newscasts (BROADCASTING, Feb. 23).

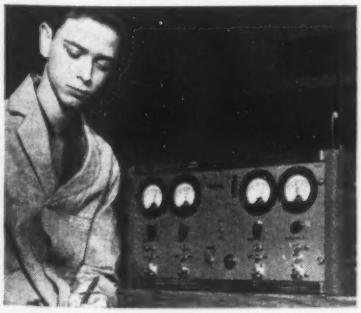
CBS Inc. President Frank Stanton immediately labeled the action as "perhaps the most severely crippling decision handed down with regard to broadcast journalism." He was joined in general condemnation by other network executives, broadcasters, lawmakers and the nation's newspapers. Rep. Glenn Cunningham (R-Neb.) was the first member of Congress to introduce a bill reversing the Lar Daly ruling (BROADCASTING, March 16).

A powerful ally was gained shortly thereafter when President Eisenhower, noting Dr. Stanton's remarks, called the decision "ridiculous" and asked the Justice Dept. to make an inquiry into the situation (BROADCASTING, March 23). The same week at the NAB convention in Chicago, FCC Chairman John C. Doerfer called for out-

How much does it cost not to go to college?



It's a familiar sight at Calvin College, Grand Rapids, Michigan, to see the school's president, Dr. William Spoelhof, chatting with students. Shown here with him are Wilma L. Hagedorn of Midland Park, New Jersey, and Carroll W. De Kock of Prairie City, Iowa, who hold scholarships awarded by American business. Says Dr. Spoelhof: "By aiding colleges and students, business helps to develop America's most precious resource—well-educated young people."



W. W. Mixon of Hammond, Indiana, is a physics major at the University of Chicago. He holds a National Merit Scholarship. Aid to students and colleges is another way in which business helps assure America's strength and security.

Dr. Paul H. Giddens, president of Hamline University, St. Paul, Minnesota, says: "Financial assistance to students by business places a premium on scholastic achievement and serves to increase the future supply of talented leaders."

Everybody deplores the high cost of going to college.

But the rapid and exciting scientific developments of recent years make one thing obvious. It is vitally important that America's young people be well educated to meet the challenge of the future.

For quite some time, American business has been aware that the high cost of going to college is not nearly as high for the nation as the cost of *not* going to college. The cost of *not going to college* could be a critical weakening of democracy itself. The nation cannot afford that price!

To help promising students and privately-financed liberal arts colleges, we and many other companies give financial aid in various ways. Standard Oil, for example, has made funds available which provide for 34 graduate fellowships and undergraduate scholarships in science and engineering. The educational institutions select those who receive the awards. Four-year scholarships awarded through the National Merit Scholarship Corporation also are included in the program. Supplementary grants are made to schools chosen by the Merit Scholarship winners.

In addition, Standard Oil has made funds available from which $175,000 is paid yearly, through the State Associations of Colleges, to aid privately-financed liberal arts colleges in the Midwest and Rocky Mountain areas.

At Standard Oil, where so much of our planning concerns the future, we believe there are few things more vital to America's security than a well-educated public. And we think that industry should back up such beliefs with substantial aid to colleges and students.

WHAT MAKES A COMPANY A GOOD CITIZEN?

For one thing—the way it looks ahead, for the good of all. In years to come, America will gain strength and security through the combined efforts of business and colleges today in making higher education more available to more people.

100th ANNIVERSARY OF THE OIL INDUSTRY
1959
100th ANNIVERSARY OF STANDARD OIL CO.

STANDARD OIL COMPANY
(INDIANA)

STANDARD
THE SIGN OF PROGRESS... THROUGH RESEARCH

right repeal of Sec. 315 and the NAB took an official stand against the law.

Sentiment in Congress for a change in political broadcasting laws continued to rise and the first corrective bills were introduced in the Senate early in April (BROADCASTING, April 13) by Sens. Gordon Allott (R-Colo.) and Spessard Holland (D-Fla.). Justice Dept. then cracked FCC's knuckles publicly for the Lar Daly decision (BROADCASTING, May 11).

Sen Vance Hartke (D-Ind.) then introduced the broadest of all Sec. 315 amendments and gained the cosponsorship of 12 other senators. The freshman from Indiana, a member of Commerce Communications Subcommittee, also began an all-out campaign for hearings by that body, headed by Sen. John O. Pastore (D-R.I.).

Sen. Pastore began five days of hearings in mid-June (BROADCASTING, June 22). House hearings followed the week after Senate sessions closed with both committees reporting out amended and somewhat different bills. A total of eight bills were introduced in House and five in Senate.

First Senate passage came late in July following 2½ hours of floor debate (BROADCASTING, Aug. 3) with House action coming three weeks later (BROADCASTING, Aug. 24). The bill was debated 3½ hours by the House with passage in both bodies on a voice vote. A conference committee settled the differences in the two versions.

The following broadcasters either testified in person or submitted statements during hearings:

John F. Lewis, WBAL-AM-TV Baltimore; Ralph Renick, WTVJ (TV) Miami; Robert Swezey, WDSU-AM-TV New Orleans; Harold Fellows, NAB; Donald McGannon, Westinghouse Broadcasting Co.; Robert Sarnoff, NBC; Dr. Frank Stanton, CBS; John Daly, ABC; Lawrence H. Rogers, WSAZ-AM-TV Huntington, W. Va.; Victor A. Sholis, WHAS-AM-TV Louisville. Walter J. Brown, WSPA-AM-FM-TV Spartanburg, S.C.; Tom Chauncey, KOOL-AM-TV Phoenix; Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo.; F. Van Konynenburg, WCCO-AM-TV Minneapolis; Robert B. McConnell, WISH-AM-TV Indianapolis; Lamar A. Newcomb, WFAX Falls Church, Va.; John B. Johnson, WWNY-WCNY (TV) Watertown, N.Y.; Paul W. Morency, WTIC-AM-FM-TV Hartford.

Joseph J. Jacobs, ABC; Francis N. Littlejohn, ABC; Charles C. Woodard, Westinghouse Broadcasting Co.; Joseph H. Ream, CBS; Mrs. A. Scott Bullitt, KING-AM-FM-TV Seattle; Payson Hall, Meredith Publishing Co.; Eugene C. Pulliam, WIRE Indianapolis; William D. Rogers, KDUB-AM-TV Lubbock, Tex.; James A. Byron, WBAP Ft. Worth.

Robert D. Ellis, KKTV (TV) Colorado Springs; John E. Fetzer, Fetzer Broadcasting Co.; Kenneth R. Giddens, WKRG (TV) Mobile, Ala.; William Grant, KOA-TV Denver; Cliff Hendrix, KCSJ Pueblo, Colo.; Russel Shaffer, KBOL Boulder, Colo.; Hugh B. Terry, KOA-AM-TV Denver; James R. Agostino, KXLY Spokane, Wash.; Charles K. Bundlie, KNOX-AM-TV Grand Forks.

Charles H. Crutchfield, WBT-WBTV (TV) Charlotte, N.C.; Frank Edwards WTTV (TV) Bloomington, Ind.; Harry Hoth, Colorado Broadcasters & Telecasters Assn.; W. Hanes Lancaster Jr., WJHL-TV Johnson City, Tenn.; H. Moody McElveen Jr., South Carolina Broadcasters Assn.; Harlan B. Snow, KSIS Sedalia, Mo.; Fred E. Walker, New Jersey Broadcasters Assn. and WTTM Trenton; William H. Weldon, KRCG-TV Jefferson City, Mo.; Leo Willette, WLOS Asheville, N.C.

ACTION ON VHF-CATV BILLS

Senate committee looks favorably on both; little hope for consent agreement on catv

The Senate Commerce Committee last week acted favorably on two bills designed to license vhf booster stations and to place community antenna tv systems under direct regulation of the FCC. Both bills were amended in committee [BROADCASTING, Aug. 31], with the catv measure to be introduced as a new committee bill.

Sen. Mike Monroney (D-Okla.) originally introduced a catv bill (S 2303) but the committee version, while accomplishing much the same purpose, bears little resemblance to the original language. The new bill (1) defines catv, spelling out that the systems constitute broadcasting and are not common carriers; (2) places catv under direct FCC regulation with grants to be made under "public interest, convenience and necessity;" (3) provides that, at local station's request, signals of that station must be carried on local catv system; (4) contains "grandfather" clause licensing currently existing catv operations who apply with the FCC within 30 days after enactment of bill; (5) prohibits the use of catv for pay tv.

In addition, the Commission would be charged with the duty of taking into account "the desirability of facilitating the continued operation of a television station which is providing the only available locally originating television broadcast program service" in licensing catv. This would include, the bill spells out, placing restrictions on the wired service that will "significantly facilitate" continued local tv and protection against catv duplication from an outside station of the programs of the local station.

More Time Needed • Sen. Monroney reportedly felt that the bill, as amended, should not be reported out until members of the committee could study at greater length its provisions (the amendments were given to committee members less than one week before last week's action). He said he was not sure himself just what the bill accomplishes. Another committee member spoke out in the closed meeting against reporting the bill until industry comments and desires could be solicited. No record vote on approving the measure was taken in the closed committee meeting, with the favorable report coming when it was obvious a majority of the senators favored this action.

The second bill, S 1886, was sponsored by Sens. Frank Moss (D-Utah) and James Murray (D-Mont.). As amended in committee it would (1) license vhf boosters constructed without FCC sanction, and (2) repeal the provision that a licensed operator must be on duty at a broadcast station. These provisions were requested by the FCC and S 1886 did not face the opposition as that bucked by the catv bill. The Commission itself does not want catv placed under its jurisdiction.

Chances for Action • Observers were predicting that the Senate would act on the booster bill before adjournment, expected within the next two weeks. The same is not true of the catv bill because of its controversial nature, according to several senators. One member said that backers doubted they could secure consideration of the bill under the consent agreement (barring debate), which it was felt, would effectively kill the bill for this session.

Report due soon from FCC team

Back last week from a 30-day tour of a six-state area of the far Northwest were Broadcast Bureau Chief Harold G. Cowgill and James B. Sheridan, bureau economist, who made the trip to observe at first hand the impact of community antenna systems, vhf boosters and translators on local tv broadcast stations.

They expect to make a formal report to the FCC—which ordered the inspection trip at congressional urging (BROADCASTING, Aug. 3)—within two weeks on the problem of how to furnish at least one signal to everybody in the area and multiple signals to as many as possible while continuing to foster and encourage small-market tv broadcast stations for local expression.

They didn't find a "magic answer," Mr. Cowgill said Wednesday (Sept. 2), but hope to furnish information gained at first hand from their talks with management of tv stations, catv systems, boosters and translators and with the public and from their observations of all these types of tv transmission in operation.

They visited Washington, Oregon, Idaho, Montana, Wyoming and Colorado in that order. Their itinerary included 16 operating and two "dark" tv stations, 10 catv systems, a number of translators and "at least" one unauthorized vhf booster (at the invitation of Wyoming Gov. Joe Hickey).

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KXTR comes on strong in Kansas City with 58,200 watts of power.

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KXTR flows smoothly into the homes and hearts of Kansas Citians . . . programming classical and semi-classical music exclusively.

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KXTR is the brisk, lively new sound on Kansas City's FM dial . . . broadcasting daily from 6 a.m. to 11:30 p.m.

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Three-ten Nichols Road
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Phone PLaza 3-5321
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Means
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STANDS FOR
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REPRESENTATIVES:
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ABC loses appeal in 770 kc dispute

WABC New York (ABC-owned) last week lost another move in the 18-year-old dispute between the New York 50 kw outlet and KOB Albuquerque, N.M. over the use of 770 kc. The FCC denied ABC's petition for rehearing of the Commission's decision a year ago (BROADCASTING, Sept. 8, 1958) which ordered WABC and KOB to operate on the frequency, both with 50 kw and directional antennas.

But the FCC emphasized last week that KOB is not to go to the 50 kw unlimited power (it presently operates on 770 kc with 50 kw day, 25 kw night, non-directional) until June 1, 1960, the date WABC's license normally expires (WABC now operates on 770 kc with 50 kw unlimited, non-directional).

WABC must file within 30 days for renewal of license to implement the terms of the September 1958 order. WABC had asked for a stay of the renewal order or similar relief, but this was denied by the FCC last July (BROADCASTING, July 6).

The conflict between the two stations started in 1941. In March 1941 KOB was assigned 1030 kc with 10 kw, but later that year was placed on 770 kc with 50 kw day and 25 kw night by special service authorization. WABC has opposed this sharing of 770 kc ever since, and two appeals courts decisions ordered the FCC to (1) give WABC a hearing and (2) furnish WABC protection at night (by directionalizing KOB).

The FCC on June 24 had issued instructions looking toward denying WABC's request for rehearing of the September 1958 order.

The FCC decision of Sept. 3, 1958, maintains 770 kc as a Class I U.S. frequency, thus protecting it from use by high-powered Mexican or Canadian am outlets under present agreements.

Agree on labor bill to limit union power

New labor legislation striking at union boycotts and organizational picketing was agreed upon Wednesday (Sept. 2) by Senate and House conferees after weeks of debate and two years of hearings. The conference bill (S 1555) contains some of the House provisions restricting union activities during disputes.

An amendment to the Taft-Hartley law is aimed at banning secondary boycotts by unions. It also restricts organizational picketing and provides for state control in certain labor disputes not eligible for consideration by the National Labor Relations Board.

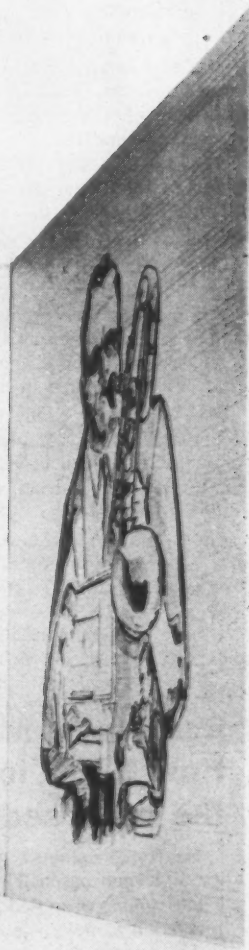
BEST SELLER ON THE COLLINS LABEL

TT-400/200 TURNTABLES

In a little over a year, these turntables have become the popular choice. Here's why.

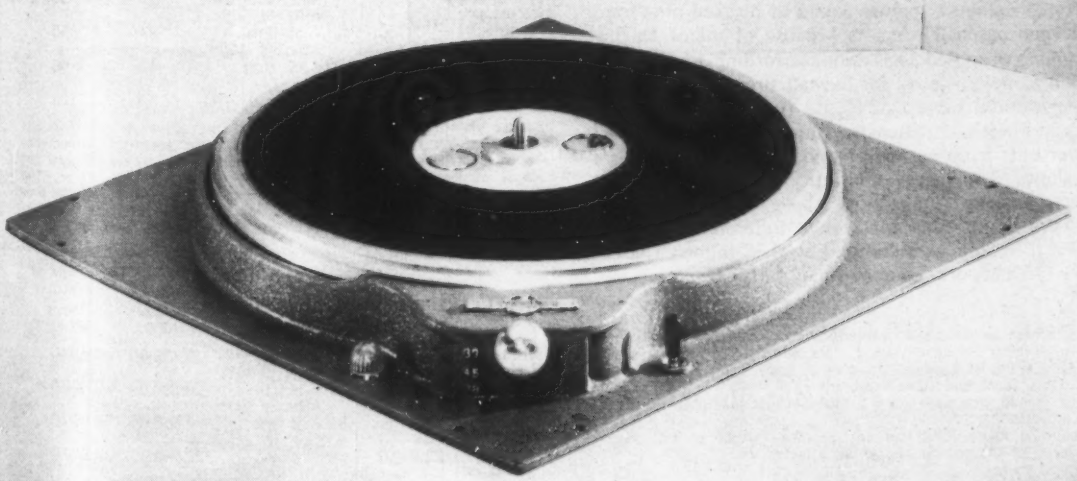
- **RUGGED:** built of heavy cast aluminum.
- **SIMPLIFIED:** only three moving parts in drive mechanism.
- **CONVENIENT OPERATION:** gear shift speed selector; indentation for 45's, requiring no adaptor; on-off switch with reverse on synchronous motor models.
- **EFFICIENT:** simplified drive with double-ball thrust bearing.
- **FOUR MODELS:** TT-400, 16" with 4-pole motor; TT-400S, 16" with synchronous motor; TT-200, 12" with 4-pole motor; TT-200S, 12" with synchronous motor.

TURNTABLES FOR MODERN STATIONS



COLLINS

CEDAR RAPIDS • DALLAS • BURBANK



TV MEN FIGHT SPORTS BLACKOUT

Say anti-trust exemption won't make people into baseball fans

Organized baseball wants a law that would allow blackouts of 20 million tv homes but broadcasters showed last week they won't let this happen without a fight.

A half-dozen bills to exempt baseball, football, hockey and basketball from antitrust laws were considered Wednesday and Thursday by the antitrust subcommittee of the House Judiciary Committee.

The two days of hearings brought arguments from Ford Frick, baseball commissioner, on behalf of the antitrust exemption. These were countered by broadcaster testimony and by sharpshooting questions from Chairman Emanuel Celler of the subcommittee and full committee.

Pay tv received limited attention but testimony and questioning left the definite impression that organized baseball wants the right to impose blackouts so it can switch major league telecasts to a fee basis some time in the future.

D-F-S Survey • Easily the high spot of the hearings was a blackout survey conducted by Dancer-Fitzgerald-Sample, agency for Falstaff Brewing Co. (see bottom of page).

The agency's study, introduced in a letter sent the subcommittee by NAB President Harold E. Fellows, showed how a 75-mile blackout to protect minor league teams would affect 12.8 million tv homes all of the time and 6.5 million homes 50% of the time.

A list of cities affected by 50-mile and 75-mile blackouts to protect minor leagues was included in the DFS study. The list covered over six typed pages. It brought a challenge from Mr. Frick, who angrily termed it misleading. He also challenged a nationwide blackout map introduced by NAB. Cities incorrectly listed because clubs have dropped out since the survey was conducted include Phoenix and Tucson, Ariz., Denver and parts of Arkansas and Michigan, Mr. Frick said. He claimed similarly that a blackout map compiled by Robert A. Bicks, acting antitrust chief of the Dept. of Justice (BROADCASTING, July 21, 1958), was inaccurate.

Whole Lotta Shoutin' • Chairman Celler had Mr. Frick shouting denials and lack of jurisdiction as he shot questions. "Why didn't the major leagues allocate some of their radio-tv money to minors?" the chairman asked. Mr. Frick said the Justice Dept. wouldn't allow it and added that majors had sent a million dollars to minors for development of talent.

"Do you want pay tv contracts exempt from antitrust laws?" Chairman Celler asked. Mr. Frick said he personally doesn't like pay tv but feels legislation should not be enacted to hinder its possible development in the future. Herbert Maletz, subcommittee counsel, and Chairman Celler couldn't sway Mr. Frick from his opposition to any provision that would take away blackout powers over free tv. The commissioner and his counsel, Paul A. Porter, discussed legal aspects of the bill's language but Chairman Celler insisted the bills give the commissioner control over pay tv.

Five identical House bills (HR 2370-74) are before the subcommittee, plus two others (HR 8658 and HR 2266). Six of the bills grant limited antitrust exemption to the four team sports on a "reasonably necessary" basis. HR 2266 grants complete antitrust exemption. Chairman Celler said the subcommittee does not plan to act on the bills this session.

Industry witnesses were Robert D. Swezey, executive vice president, WDSU-AM-TV New Orleans; C. Robert Thompson, general manager of WBEN-AM-TV Buffalo; Joe M. Higgins, general manager of WTHI-TV Terre Haute, Ind., and Thad M. Sandstrom, general manager of WIBW-AM-TV Topeka, Kan.

325,000 to 400 Ratio • Mr. Swezey estimated the WDSU-TV baseball audience on a weekend day at 325,000 viewers, this major league audience running considerably higher than any other type of daytime program. A similar situation exists in Baton Rouge "in which both our station, WAFB-TV, and the NBC affiliate, WBRZ (TV), carry baseball schedules on both Saturday and Sunday," he added.

Popularity of teams and competitive elements affect audience size, he

How D-F-S interprets the proposed tv blackout

Nearly 23 million tv homes would be blacked out from major league baseball telecasts because of minor league games under proposed legislation, according to Dancer-Fitzgerald-Sample, agency for Falstaff Brewing Co.

The legislation, subject of House Judiciary Committee hearings last week, threatens to force networks, stations, and advertisers from network baseball telecasting, a DFS survey shows. The survey was introduced Sept. 2 at the committee hearing (main story above). It was accompanied by a list of cities that would suffer blackouts.

Text of the summary submitted by DFS follows (based on CBS-TV network stations that carry *Game-of-the-Week*):

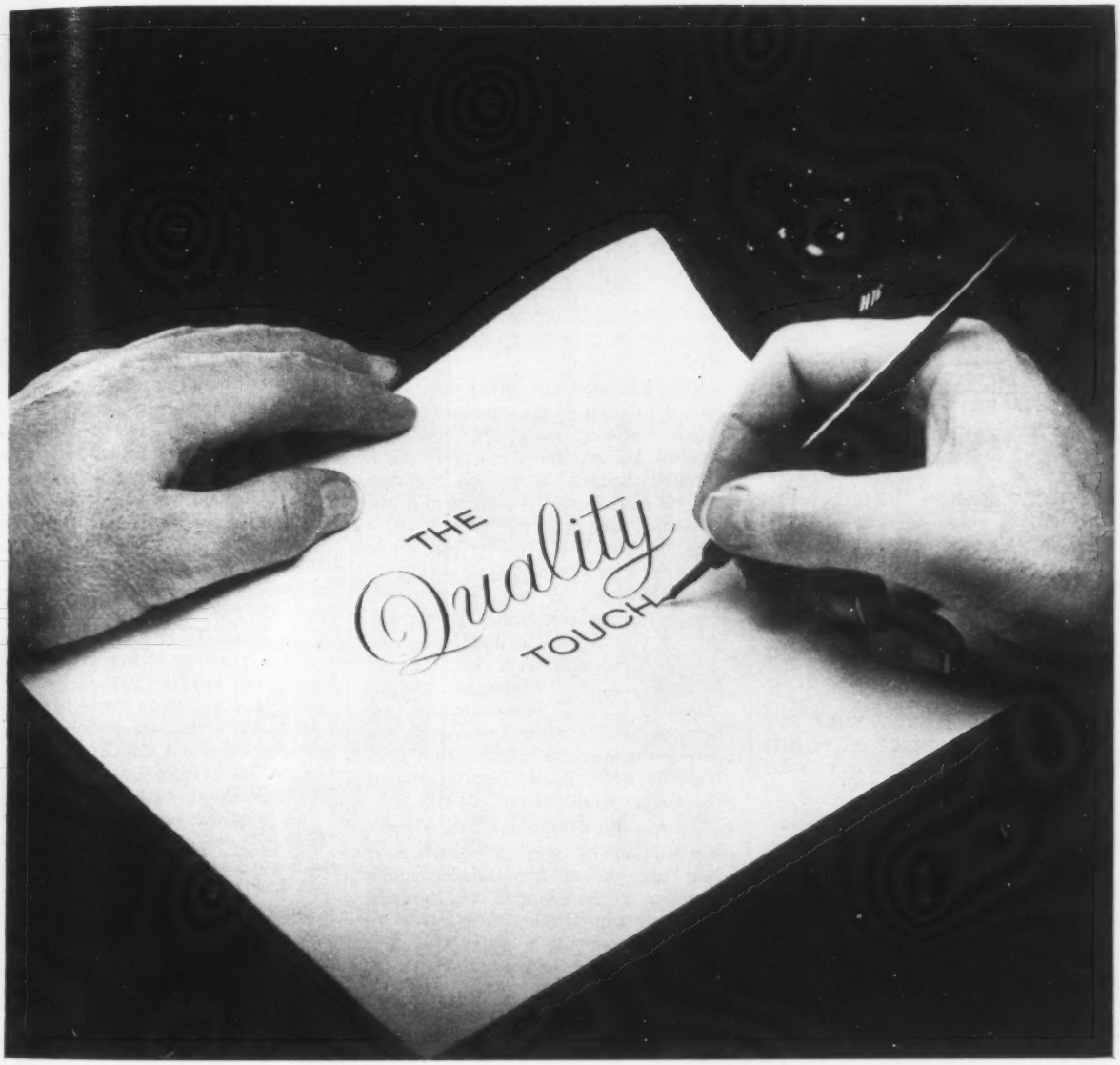
Under proposed legislation, a station within a radius of 50 miles or 75 miles of a minor league city must black out the program when the minor league team is scheduled to play a home game, whether day or night. Under past and current procedure, a station is blacked out in a minor league city only when a minor league game is then and there in progress.

The following chart illustrates the possible effects of this legislation in terms of the number of stations affected:

	Current Blackout Policy # Stations		50 Mile Blackout # Stations	75 Mile Blackout # Stations
Never affected	53	Never affected	53	35
Affected on occasion	130	Affected 50% of time	83	58
		Affected 100% of time	47	90
	183		183	183

Of more significance is the translation of the above station blackouts into homes. We have estimated that the total potential tv audience in non-major league cities (major league cities are always blacked out because of local baseball broadcasting) is 22,800,000 tv homes. The following chart will illustrate the untenable position in which proposed legislation will place networks, stations, and advertisers, so untenable as to force all three from network baseball telecasting.

	Current Blackout Policy tv Homes (000)		50 Mile Blackout Tv Homes (000)	75 Mile Blackout Tv Homes (000)
Never affected	5,150.0	Never affected	5,150.0	3,450.0
Affected on occasion	17,650.0	Affected 50% of time	10,000.0	6,500.0
		Affected 100% of time	7,650.0	12,850.0
	22,800.0		22,800.0	22,800.0



Fine lettering is almost a lost art, having given way to many new and beautiful type faces. And yet, it is still sought after by those who recognize and value the "quality touch" it contributes! This same quality touch has its counterpart in today's better radio and television station operations . . . a "plus factor" of immeasurable value in any advertising campaign!

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NOW ONE WIL BUY WILL GET YOU ALMOST TWICE AS MUCH AUDIENCE AS THE NEXT TWO STATIONS COMBINED!

C. E. HOOPER, INC. • JULY, AUGUST, 1959

STATION	7 A.M. TO 12 NOON	12 NOON TO 6 P.M.
WIL	**25.0**	**30.2**
Network A	21.4	14.4
Independent A	13.7	17.8
Independent B	16.0	12.6
Network B	9.4	8.7

First, too, in Pulse, Nielson and Trendex!

sold nationally by

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BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

WIL *St. Louis*
KBOX *Dallas*
WRIT *Milwaukee*

in tempo with the times

THE BALABAN STATIONS

John F. Box, Jr., Managing Director

said. WDSU-TV and WWL-TV in New Orleans buy $2,200 worth of tickets each, he explained.

Mr. Swezey argued that modern living patterns, including air-conditioning, affect attendance at the minor league Pelicans' home games, with New Orleans apparently losing interest in the team. He doubted if a major-league baseball blackout "would actually result in forcing them back to the local ball park." He recalled the Pelicans had a revived gate early in 1959 before hitting a slump and estimated recent attendance at fewer than 400 persons per game.

The Pelicans top brass has been quoted as saying the future of minor league baseball "is strictly dead," he recalled. He questioned whether several hundred thousand tv viewers within a 75-mile radius should be deprived of the games so "this weak club can eke out a bare existence." Tv viewers seeing one game far exceed total home attendance of the Pelicans any year, he reminded.

Mr. Swezey said the "expectation" of pay tv can't be ignored. He contended Subsection 4 of the identical bills would give organized baseball "absolute control" in contracting with networks and stations but also would permit the sport to refrain from dealing with them in any respect, making its product available only to pay tv.

Sports—Big Business • Mr. Thompson supported Chairman Celler's point that any one of a half-dozen minor teams in the Buffalo area could prevent any tv station within 75 miles of the city from carrying a game "any time during an entire day" when one of the minors had a game.

All professional sports are business enterprises, he said, and "are entitled to the normal protection afforded all business."

Mr. Thompson quoted John Stiglmeier, president of the Buffalo Bisons, as follows:

"Radio and television have not harmed organized baseball. If television and radio discontinued broadcasting and televising and otherwise supporting organized baseball, baseball clubs soon would be seeking their support." In addition, he said Mr. Stiglmeier believes, "The automobile is the largest single factor for any trouble which minor league baseball might find itself in today. The attendance figures of the Bisons speak for themselves and I think if you study them you will see that television and radio have not done our business any harm."

Noting that the Batavia, N. Y., team will have total attendance of 27,000 for the season, according to Gus Berglund, club business manager, he asked, "Are we to deny the millions who watch big league games weekly on television so that a minor league team might increase its attendance from 27,000 to the maximum of 67,000 which attended the Batavia games in 1946."

Meeting the argument that major league telecasts spoil the public appetite for inferior baseball, he said, "If this factor were to be considered in the field of drama or music, then the legitimate theatre in various cities such as Buffalo would have the same right to object to the television of Broadway plays."

Little League Competition • Mr. Higgins said WTHI-TV's audience could not enjoy major league baseball on weekends if minor league teams were playing (day or night) in Paris and Mattoon, Ill., and Indianapolis. The cities are all inside the WTHI-TV service area, he said. He added, "It is quite possible that the minor league games in these cities would be so scheduled that WTHI-TV could not telecast a single-game-of-the-week during our entire season."

The Terre Haute minor league team had bad years or didn't even operate long before WTHI-TV took the air in 1954, he said, citing such factors as poor public relations, parking, inadequate facilities and the advent of Little League, Babe Ruth League and other programs for youngsters.

Mr. Higgins said the game-of-the-week telecasts provide good entertainment for older people, of which the area has a heavy share; help develop youngsters into players and fans; provide economic aid to both WTHI and WTHI-TV and balanced programming; encourage advertisers "to think more kindly towards our station"; encourage excursions to major-league cities.

Tvcasts Help Mentally Ill • Mr. Sandstrom pointed to the folly of the 75-mile rule by citing the case of St. Joseph, Mo., with a minor team. WIBW-TV Topeka would be blacked out from a CBS-TV major league telecast at noon, along with Fort Riley, 50 miles west of Topeka and 110 miles from St. Joseph, and several other military installations even if the St. Joseph minor team played a night game.

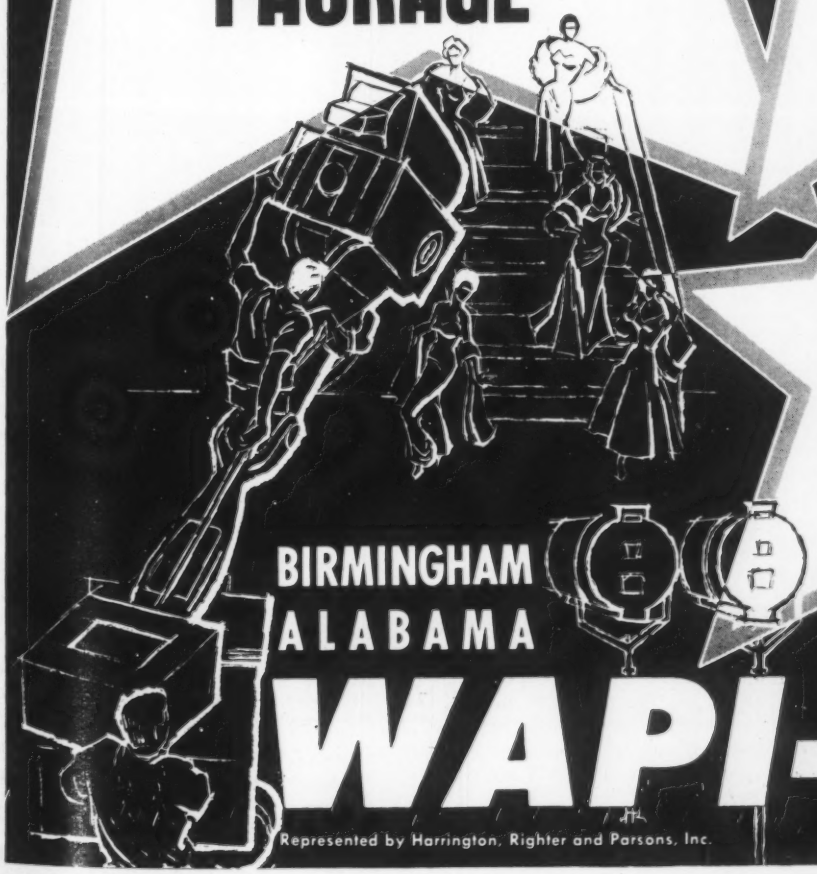
He suggested a Kansas City Athletics game, two driving hours away, will have more Topeka fans in the park than a game of the Topeka Reds minor league club. Kansas has only one minor league team, the Reds, he said in discussing the lack of local and regional rivalry in Topeka.

About 100,000 to 125,000 fans see a weekend major league telecast in the WIBW-TV area, he said, compared to total 1958 attendance of 43,624 at Reds games. This year Reds attendance will exceed 50,000, he predicted.

NOW!
WAPI-TV Birmingham
OWNS EVERY MAJOR FEATURE FILM PACKAGE

MGM
Paramount
Warner Bros.
R.K.O.
Columbia
20th Century Fox

High Noon
Bells of St. Marys
30 Seconds Over Tokyo
Mutiny on the Bounty
For Whom the Bell Tolls
King Kong
Hunchback of Notre Dame
Going My Way
plus hundreds of others!



Hollywood Hit Parade
Monday-Friday
12 noon to 1:30 p.m.

The Early Show
Monday-Friday
4:30 p.m. to 6:00 p.m.

World's Great Movies
Sunday-Friday
10:30 p.m. to conclusion

BIRMINGHAM
ALABAMA

WAPI-TV

Represented by Harrington, Righter and Parsons, Inc.

TV'S IMAGE PROJECT TAKES SHAPE

Office rented, operations defined, search for boss goes on

They didn't name a director for the new Television Information Office last week, but revealed for the first time were details of what his job will encompass.

This disclosure of operating objectives (see text, below) shows heavy emphasis on research into television's role, impact and influence; ideas, materials and other assistance for stations to use at the local level, where "a major part" of the information campaign should be conducted; regular mailings to opinion leaders and other special groups; keeping all news media informed about tv developments; arranging for industry speakers to appear before educational, professional, industry, civic and similar bodies—and devising ways to tell television's story on television itself, "the greatest coverage and impact" medium of them all.

In addition, some print campaigns will be used to tell "selected groups" about programs of special interest to them. TIO also will (1) consider the feasibility of local and national forums discussing TV's role in society and perhaps dealing with national and international questions; (2) investigate the possibility of television sponsorship of projects aimed at solving urgent national or other "great public interest" problems, and (3) consider setting up a library where tapes, films and kinescopes of "memorable television performances" can be kept and shown.

Job Interviewing • Coincident with release of the program, the Television Information Committee interviewed some half-dozen prospects for the TIO directorship during an all-day meeting in New York last Wednesday. Others will be interviewed later. Next meeting was set for Sept. 16. Some committee members said it could be weeks before they settled on the "right" man; some looked for a quicker decision.

Those interviewed Wednesday, it was learned, included: Theodore F. Koop, CBS Washington director of news; Howard London, former radio-tv director of March of Dimes; Ernest Lee Jahncke Jr., former ABC vice president just resigned as vp and assistant to the chairman of Edward Petry & Co., station representative, and Richard Krolik, operator of a New York public relations firm whose clients have included CBS star Arthur Godfrey.

There are others under consideration, including some late entries. One of the most prominent of these, although it was not known whether he was available, was Louis Hausman, vice president in charge of advertising and sales promotion for CBS, radio.

Also Prospects • Others who have been reported under consideration are Lester W. Lindow, executive director, Assn. of Maximum Service Telecasters; Richard Pack, programming vice president for the Westinghouse stations; Fred Kugel, *Television Magazine*, and George Rosen, *Variety*.

Although its operating head was still unchosen, TIO was pronounced officially off the ground with these developments:

• Leasing of headquarters space at New York's fashionable new 666 Fifth Ave. Building, effective Sept. 1. Officials expected that within "much less" than six months TIO would have about 10 full-time employes.

• Adoption of the official "program" outlining the organization of TIO, specifying its objectives and laying out guides to their attainment.

These actions were taken by the nine-man TIC, which formulated TIO and will have responsibility, under the NAB Television Board, for its operation. The committee is headed by Clair R. McCollough of the Steinman stations. He and other committeemen gave a progress report in a news conference during the luncheon break in Wednesday's sessions.

Drive Is On • More than $400,000—out of an expected $600,000 to $750,000 a year—already has been committed to TIO through sponsorships taken out by NAB, the networks and committee members and solicitations with full details "will be on the desk of every television station" in the country by today (Sept. 7). Station and network supporters are "sponsors" (payments: highest one-time quarter-hour rate four times a year). Payment formula for "associate sponsors" (station reps, production firms, etc.) will be determined shortly. Eligibility or status of pay-tv organizations has not

Continues on page 62

What the tv image office is supposed to do

Here is the full text of "The Program of the Television Information Office" released for publication today (Sept. 7) by the Television Information Committee:

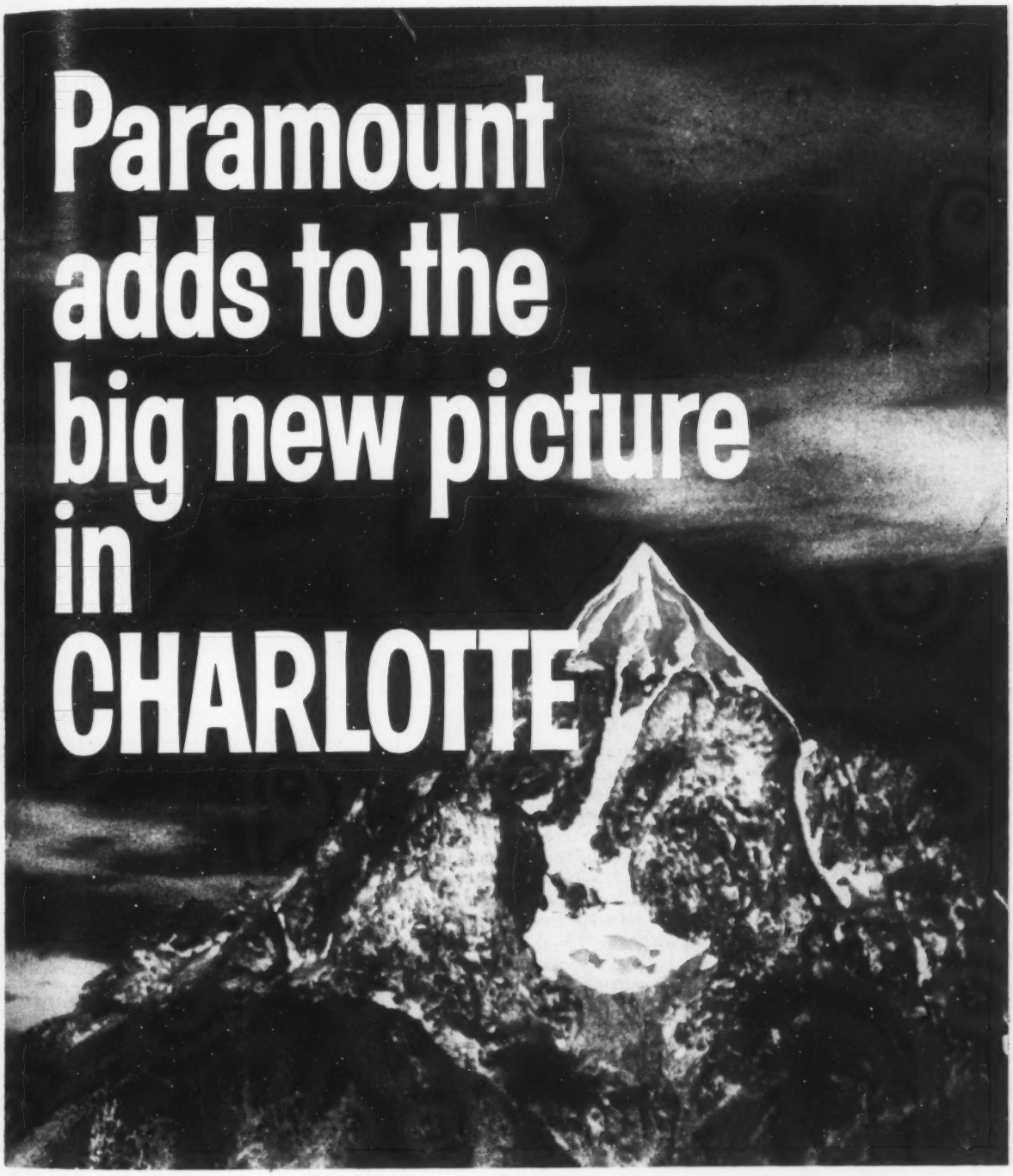
1. Why television needs an information program

Television, as a social, cultural and entertainment medium, speaks with many voices. Through its network broadcasts, through broadcasts over its local stations, it functions in a variety of ways. Each network and each individual station has a profile uniquely its own—shaped by the personalities it presents and its total programming philosophy. These very differences of approach toward a common goal of service are, and should continue to be, a sign of health and growth for the industry.

An industry information program can be an asset if it is predicated on the conviction that "television" is not an all-embracing entity with a single expression, but rather a generic framework within which each network, each station, each responsible broadcaster seeks to meet successfully his own responsibilities in the programs he presents to the American public. This fundamental responsibility cannot be assumed or absorbed by a central agency. It is a singularly individual objective.

Any industry-wide information effort must, therefore, supplement and not replace individual effort. Only by recognizing individual difference, can such an effort bring results which will redound to the benefit of all concerned. The sum total that any informational effort can, or should, achieve is a better understanding of the objectives and policies behind individual programming, along with the dissemination of wider knowledge of the substance of such programming. The sum and substance of public opinion about, and reaction to, the television industry is almost wholly a result of the manner in which it meets its programming obligations to

Continues on page 62



NBC, ABC, MGM, Warner Brothers—plus Paramount! The best of this major producer sweetens the pot for WSOC-TV advertisers. Puts more starch in the formula that's changing viewing habits of Charlotte television! Here in America's 25th largest tv-homes market you get more for your dollar on Charlotte's expanding WSOC-TV... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

PROFIT...
By Using This
TWIN-PORTS MARKET...
The Head of the Seaway
LAKE SUPERIOR
DULUTH
SUPERIOR
VIGOROUSLY GROWING MID-CONTINENT SEAPORT
the 2ND LARGEST MARKET...
IN SIZE ONLY TO THE TWIN CITIES IN MINNESOTA AND MILWAUKEE IN WISC.
Covered completely and more effectively by . . .
WDSM TV
Channel-6
NBC
A 3 BILLION DOLLAR MARKET
Duluth & Superior
Affiliated with Duluth Herald and News-Tribune
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Tv image project takes shape CONTINUED

been considered—but will be, Mr. McCollough asserted.

He said research probably would be one of the most important TIO projects at the outset, probably employing both independent firms and the TIO staff. One of the first studies, he said, will be to determine what the public thinks about television. This is in addition to similar studies being done by CBS. The findings of both projects will be shared under an exchange arrangement.

C. Wrede Petersmeyer of the Corinthian stations, TIO member and head of the committee which formulated the original recommendations, stressed that TIO is not in competition with TvB, a sales organization. Rather, he said, it will deal with "the substance of television"—its programming—and will work with "anyone interested in television," including stations, networks, TvB, NAB, the NAB code committee, the Academy of Television Arts & Sciences, probably the American Assn. of Advertising Agencies, and others. TIO is seen as a permanent operation, he emphasized.

The TIO program, released for publication today (Sept. 7), recognizes programming as the main determinant of public opinion about tv. Since programming is the responsibility of stations and networks individually, the industry-wide effort must "supplement and not replace individual effort." How TIO is empowered to do this is spelled out in the accompanying official text.

All TIO members were on hand for Wednesday's meeting except John Hayes, *Washington Post* stations. Others are chairman McCollough; Mr. Petersmeyer; Kenneth Bilby, NBC; Roger W. Clipp, Triangle stations; Michael Foster, ABC; Lawrence H. Rogers II, WSAZ-TV Huntington, W.Va.; Charles Steinberg, CBS-TV network, and Willard Walbridge, KTRK-TV Houston. President Harold Fellows headed the NAB delegation.

Text: what tv image office is to do CONTINUED

its audiences.

Many of the basic problems faced by both networks and stations today stem from lack of understanding. This, in turn, stems from a dearth of information. The reason is not that the information which would clarify many complex issues is not available. The reason is that the several entities making up the industry have not established and maintained adequate communication with significant groups of the general public —particularly those articulate groups who are critical of the medium.

The purpose of establishing adequate communication should not be either to abort or preclude criticism. This is neither possible nor desirable in a democratic society. On the contrary, informed criticism serves a healthy and vital function. Informed criticism is helpful, rather than prejudicial. The medium can grow only if it is responsive to the opinions of informed groups and individuals.

While it is our basic conviction that the case—good or bad—for television must be made by its programs, it must be recognized that there are areas of ignorance, that there are gaps in understanding, that there is a need for wider dissemination of broad industry facts and information.

The committee believes, therefore, that its primary task is to assist in creating a more informed atmosphere than now exists among many groups, both lay and professional, of the general public. This applies within the industry, as well as externally. There is almost as great a need for facts and information for broadcasters as there is outside the industry.

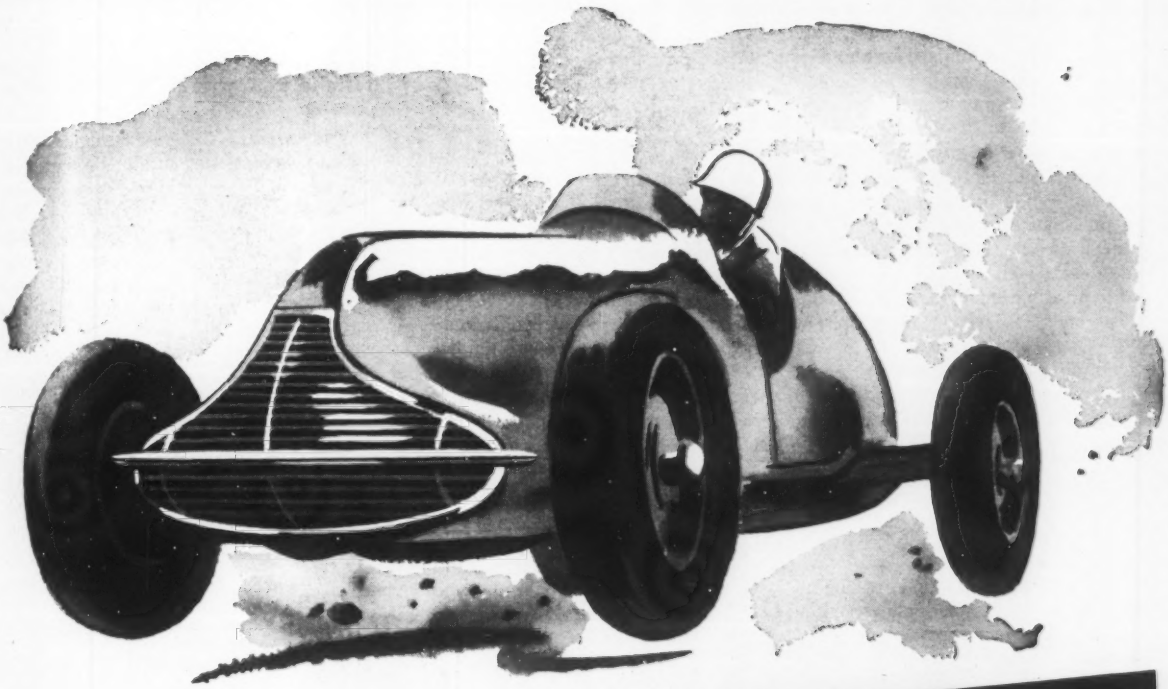
With such necessary and relevant information available, all elements within the industry can concentrate on meeting both common and individual problems, on discussing the many challenging concepts, ideas and values that make up the whole of television broadcasting. An adequate reservoir of public understanding is a basic essential of any effective informational program.

As other industries have learned, the most effective method of conducting such a program is to supplement the efforts of individual segments of the industry with a coordinated industry-wide effort. This must be planned, organized, and conducted on a sustained basis. And this requires: a positive program, an organization to implement it [and] financial support.

2. A statement of convictions and beliefs: the basis of the information program

1. The vast scope, impact and acceptance of television imply profound social responsibilities and opportunities. This places upon each component of the industry a heavy responsibility to be self-critical and to analyze continuously the programs it offers the public.

2. Television is a mass medium now serving virtually every home in America. Most of its programming efforts, therefore, must serve the desires



YOU MAY NEVER DRIVE A '500' WINNER*—

BUT... WKZO-TV Puts Your Campaign At Full Throttle In Kalamazoo-Grand Rapids!

PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
6 a.m.-9 a.m.	17,600	17,300	50.4%	49.6%
9 a.m.-Noon	55,500	32,300	63.2%	36.8%
Noon-3 p.m.	69,400	35,200	66.3%	33.7%
3 p.m.-6 p.m.	68,000	54,500	55.5%	44.5%
Sun. thru Sat.				
6 p.m.-9 p.m.	148,700	95,500	60.8%	39.2%
9 p.m.-Midnight	134,300	68,900	66%	34%

WKZO-TV will put you in the winner's seat in the important Kalamazoo-Grand Rapids market with its commanding lead in *coverage and popularity.*

WKZO-TV holds a big 94.9% lead over Station 'B' (see **NSI** Survey at left) in homes delivered, Sunday through Saturday (9 p.m. to midnight). And to top it off, a 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 TV homes gives WKZO-TV first place in 74.6% of all quarter hours surveyed!

Remember—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

**Roger Ward won the 1959 Indianapolis 500-Mile Speed Classic with a record average of 135.587 MPH.*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

and interests of the great majority of the American people. Yet broadcasters also recognize and undertake the important function of serving the specialized tastes and desires of minority audiences.

3. Television is an instrument of entertainment, information, culture, and education. While its major programming mission, as demanded by the American people is to entertain, substantial parts of the schedule are devoted to informational, cultural and educational ends. Television must present a full variety of program types so the public itself can make a choice.

4. Television has demonstrated unique power in marketing products and, therefore, serves as a powerful and constructive force in our economy. It functions most effectively, both for the viewer and the advertiser, when it adheres to the standards set forth in the NAB Television Code.

5. While broadcasters take pride in the accomplishments of television, they also recognize an even greater potential still to be fulfilled. Each broadcaster, at the station and at the network level, must constantly and critically reexamine his programs to raise individual standards, to create and expand program concepts and to enhance the diversity and balance of his whole schedule so that television may continue to advance in greater service to all.

3. The objectives of the tv information program

1. To assist in bringing to all elements of the American public a greater understanding of television's obligation and desire to serve the interests of all segments of the American audience.

2. To assist in informing the general public as well as specialized publics of the full range of television service.

3. To assist in demonstrating that television, within the framework of its basic responsibility to program for the majority of the people: (a) seeks to be responsive to the desires of minority interests, through balanced programming which blends cultural, informational and educational presentations with popular entertainment programming, and (b) strives actively to encourage greater exposure of minority-interest programming to the broadest possible audience.

4. To assist in establishing that the audience for television is a selective audience and that the American public, by its control of the television dial, actively selects the programs of its choice.

5. To assist the American broadcaster on both network and local levels in the fulfillment of his role as a responsible citizen whose continuing aim is the development of the best possible television service for the American people.

A program designed to meet these broad objectives should be informational not propagandistic or sloganeering; affirmative, not negative. Television need not, and should not, engage in quarrels with rivals or critics. Rather, it should speak out confidently, temperately and responsibly. It should base its case on facts, presented with impact and conviction.

Within the framework of the above objectives, the program must effectively communicate information about:

(a) The scheduling of programs of outstanding quality and interest. Too many programs are being missed because "I didn't know it was on." The public should be better informed of the large number and variety of programs of outstanding quality available to them on all stations and networks.

(b) The fact that entertainment serves a public need. The television industry provides entertainment that serves an important psychological and social function.

(c) The extent of programming in the areas of culture, education and public affairs. Attention must be focused on the accomplishments of television in non-entertainment areas.

(d) The fact that television broadcasters are consistently striving to find and develop new talents, new techniques and new programs, and to improve the "blend" of entertainment, cultural, educational and informational programs. The television industry is not content merely to maintain the status quo but is constantly seeking to improve its service.

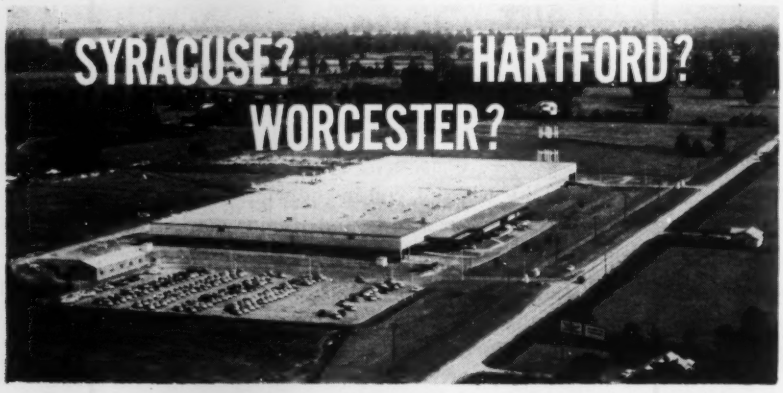
(e) The fact that television must serve all segments of society, and therefore the viewer must select from its wide range of programs those which best serve his individual interests and tastes.

(f) The fact that the American public has shown an unparalleled acceptance of television as a communications medium.

(g) The fact that television advertising, in only a decade, has become a major and essential factor in maintaining and expanding the American economy, through the increased efficiencies it has brought to American marketing. Television advertising has made an enormous contribution in raising the standards of living of the American people.

4. The different publics to be reached

1. **The General Public:** Broad public understanding is essential to the ef-



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

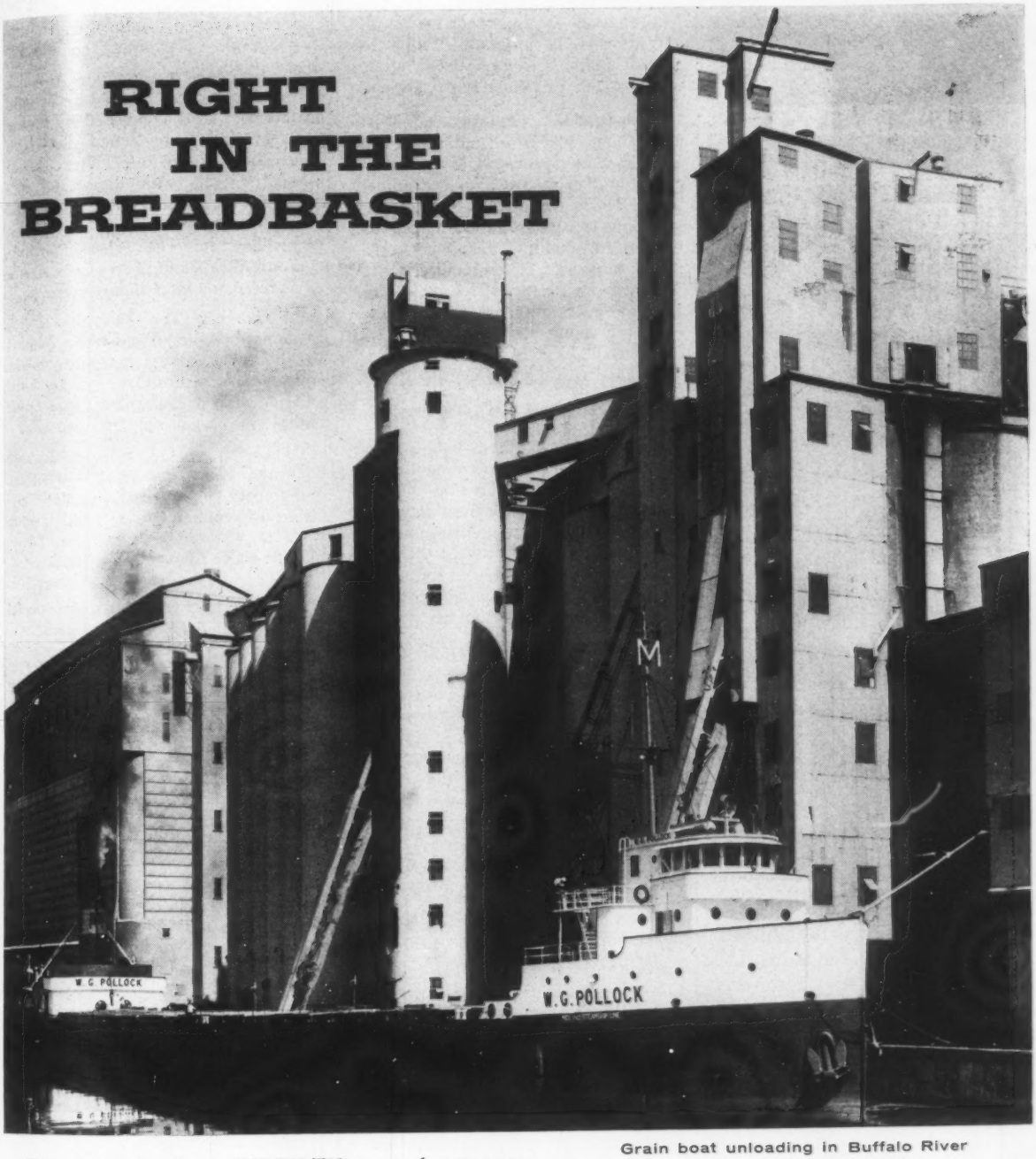
According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Westinghouse Electric Corporation, Lighting Division Plant, Vicksburg, Mississippi, producers of fluorescent and incandescent lighting equipment for commerce and industry.

RIGHT IN THE BREADBASKET



Grain boat unloading in Buffalo River

When you advertise on WBEN-TV, your sales message takes on added momentum and impact and hits hard right in the nation's breadbasket!

Buffalo is the world's largest milling center. Its strategic location and port facilities — first as a major port on the Great Lakes, and now as America's newest World Port since the opening of the St. Lawrence Seaway — makes the Buffalo area, more than ever, one of the major markets on the North American continent.

And it's "dead reckoning" of the most infallible and precise kind when you choose WBEN-TV to reach this important and growing market. The clearest sales voice in sight and sound, your TV Dollars count for more on . . .

WBEN-TV

CBS IN BUFFALO

CH. 4

REPRESENTATIVES: HARRINGTON, RIGHTER & PARSONS

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!

Things are bubbling at WETU, Wetumpka, Alabama! Ed Morgan, General Manager, sends us the story of how RCA Thesaurus' "Sell-Tunes" applied a bit of hard sell and quickly brought in big soft drink business to the station:

"Happy to report sale of *1800* announcements to Nehi-Royal Crown Cola Bottling of Montgomery, using Thesaurus jingle St-603A-2. Bottling Company 'highly pleased'... sale primarily because of the excellent jingle... $3600.00 in brand-new billing."

Add sparkle to *your* sales story. Write for all the refreshing details about RCA Thesaurus today!

RCA THESAURUS

155 East 24th Street • New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

fectiveness of all aspects of the television information program. Within the general public are specialized groups which are of particular importance.

2. **Specialized Groups:** (a) Newspaper and magazine publishers and editors; (b) professional television critics and columnists; (c) government on all levels: federal, state and local, including legislative and administrative bodies; (d) cultural, religious, educational, business and community leaders; and their organizations and publications [and] (e) all relevant groups within the television industry.

5. Activities involved in reaching these publics

To reach all of these publics effectively, it is necessary to conduct a continuing nationwide Television Information Program. This program should be aimed at creating an enduring two-way informational bridge between the industry and those from whom it seeks more understanding. The Committee recommends the following activities:

Phase I. Organization of the Office: (a) Setting up lines of communication with all relevant sources of information; (b) defining areas and categories of necessary information; (c) collecting available information in these areas; (d) establishing machinery for the continuing acquisition of this information; (e) classifying information in an orderly, systematic and meaningful way; (f) setting up appropriate machinery for the continuing distribution of information.

Phase II. Development and Implementation of the Program:

(a) *Research:* Because the information effort must be operated on a solid factual basis, an integral part of the program and budget should be research projects which would shed light on the role, impact and influence of television and fairly evaluate its accomplishments and shortcomings in areas of special importance.

The program should make such research available, as a service to educational and other interested institutions. The research should also be designed to assist broadcasters in improving as well as evaluating television programming.

(b) *Mailings:* A continuing mailing program tailored to reach special groups with information about programs and television activities in the various areas of American social and cultural life. This should include such informational instruments as television study guides for the nation's schools and colleges.

(c) *Information To News Media:* The Television Information Office should keep all news media fully informed with data it develops concerning the industry.

(d) *Assistance to Stations:* A major part of the program should be activity on the local level, conducted by station management in its own community. The Television Information Office should service stations with ideas and materials for local distribution, and should assist in arranging for local forums, discussions, etc. The Television Information Office should serve as a source of material for local industry groups.

(e) *Speakers:* The Television Information Office should assist in arranging for industry speakers to appear before educational institutions, professional and industry organizations, local civic bodies and comparable groups.

(f) *The Use of Television:* Because television offers the greatest coverage and impact of any medium, the Television Information Office should develop ways in which television's own story might best be told on television itself.

Phase III. Evaluation of Special Projects:

(a) *Print Advertising:* Budgetary reasons preclude large-scale national print campaigns at this time. However, print campaigns, based on the totality of television service, should be designed to acquaint selected groups with programs of interest to them.

(b) *Forums:* The Television Information Office should consider the feasibility of forums, both local and national, to discuss questions relating to television's role in society. It should also consider the possibility of the television industry serving as host at major forums dealing with questions of national and international importance.

(c) *Other Public Interest Projects:* The Television Information Office should investigate the possibility of the industry directly sponsoring projects designed to aid in the solution of urgent national problems or in the furtherance of specific activities of great public interest.

(d) *Television Viewing Center:* The Television Information Office should consider the establishment of a television viewing center where tapes, films and kinescopes of memorable television performances can be maintained in a library and made available for showing.

WNJR
negro radio for
metro new york

SELF

RISING

SALES

IN

SAN DIEGO

KFMB-TV

SENDS MORE

WAY

(TO BUY)

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

KFMB 8 TV SAN DIEGO

A TRANSCONTINENT STATION

GRAND JURY INDICTS GUTERMA TRIO

Charged with selling MBS as Dominican propaganda vehicle

A federal grand jury charged last week that the Mutual Broadcasting system had been pledged and used by ex-owner Alexander L. Guterma and his associates as an instrument of propaganda for the Dominican Republic and its dictator, Generalissimo Rafael Leonidas Trujillo Molinas. Price for the alleged sell-out: $750,000. Reported guarantee on the deal: a lien on the network itself.

This was the latest in a series of indictments involving Mr. Guterma, (earlier he was charged with various stock manipulations and corporate frauds) and Mutual was not the only party involved. Behind the headlines and the grand jury indictment, but due to come out when the case reaches court, is a bizarre story of international high finance and political intrigue involving such figures as an international playboy and diplomat, an agent of the Dominican dictator. Well-known Mutual commentators and even a U.S. congressman were unknowingly used in broadcasts arranged by Mr. Guterma.

It was the latest in a series of indictments involving Guterma & Co. that have cast their shadow on Mutual's determined attempt to get back on its feet. This one came just a day before a federal court was due to settle bankruptcy proceedings which Mutual hoped would rid it forever of the financial troubles which beset it in the wake of Mr. Guterma's departure.

Did he 'buy' a U.S. network? Generalissimo Rafael Trujillo, Dominican dictator, is alleged to have paid $750,000 to ex-owner of Mutual to get pro-Dominican publicity on the American air. As surety on performance the dictator assertedly was given a lien on network stock.

From a legal point of view, the charges leveled by the grand jury in Washington last Tuesday (Sept. 1) were that Mr. Guterma, ex-president as well as controlling owner of Mutual, had failed to register as an agent of a foreign power. Named as co-defendents with him were Hal Roach Jr., ex-head of Hal Roach Studios and ex-chairman of Mutual, and Garland Culpepper, ex-secretary and vice president of the network and a Guterma business associate. All three denied the charges.

Named as co-conspirators but not defendents were Mutual itself, Otto Vega, identified as an aide to Generalissimo Trujillo, and Radio News Service Corp., MBS subsidiary alleged to be the propaganda vehicle.

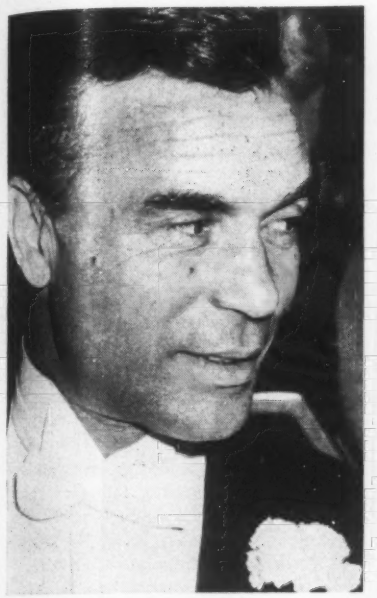
From the broadcasting industry's point of view, the even more serious accusation was that the chief executives of a U.S. network were charged with having pledged that network's facilities to a foreign government as a propaganda medium for a price.

From Mutual's point of view, it had been maliciously victimized and used as a pawn for past owners' financial gain.

Details of the Indictment • U.S. Attorney General William P. Rogers announced Tuesday that a federal grand jury in the District of Columbia had returned a three-count indictment against Alexander L. Guterma, Hal Roach Jr. and Garland L. Culpepper Jr., as defendents, for violation of the Foreign Agents Registration Act of 1938 "and for conspiracy to violate the Act."

The Justice Dept. said the indictment charged that the three defendants obtained $750,000 from the government of the Dominican Republic on or about Feb. 6, 1959, in the Dominican Republic with the understanding Mutual would disseminate "political propaganda" favorable to the Dominican Republic.

The first count charges Messrs. Guterma and Roach were "agents of a foreign principal" from on or about Jan. 30 to about June 30 of this year. It also charges that Mr. Guterma, as MBS president, and Mr. Roach, as board chairman of the network, agreed



International playboy • Porfirio Rubirosa, onetime husband of Barbara Hutton, sometime escort of many a glamor girl, is said by the U.S. government to have figured in the Guterma-Trujillo deal to broadcast Dominican propaganda on Mutual. He is now the Dominican Republic's ambassador to Belgium.

These were happier days • Alexander L. Guterma (left) congratulated Hal Roach Jr. (center) last May when Mr. Guterma's Scranton Corp. acquired all of the outstanding stock of Hal Roach Studios in Hollywood in an undisclosed part-cash, part exchange-of-stock deal, said to total $15.5 million. Scranton vice president Garland L. Culpepper looks on. But last week, a federal grand jury in Washington indicted the trio on charges of conspiring to evade the foreign agents registration law when they allegedly agreed to use Mutual to sweeten the U.S. taste for Trujillo.

to act as "publicity agents" for the Dominican government in return for the payment of $750,000.

The first count said that because of the agreement both Mr. Guterma and Mr. Roach were required to file a foreign agent registration statement with the Attorney General and both "unlawfully and wilfully failed to file."

Count two named Mr. Culpepper as well as Messrs. Guterma and Roach and claimed the three defendents had an obligation to register MBS as "an agent of a foreign principal." The indictment said this requirement arose because of the Guterma-Roach agreement with the foreign principals and again charged that they "wilfully" failed to file.

The third count charged that Messrs. Guterma, Roach and Culpepper "conspired" with the co-conspirators (Otto Vega, Radio News Service Corp. and MBS) "and with divers other persons to the Grand Jury unknown" to evade the registration and disclosure requirements of the registration act.

'Conspiracy' Activities • Justice Dept. said the following activities were alleged to be a part of the conspiracy agreement:

"(1) The three defendants would enter into a contract with officials of the Dominican Republic and with Vega 'whereby the facilities of the Mutual Broadcasting System would be utilized to disseminate within the U.S. political propaganda on behalf of and favorable to the Dominican Republic.' In return for this the three defendants were to be paid $750,000 by the Dominican Government.

"(2) The three defendants would cause the creation of a New York corporation to be known as the Radio News Service Corp. That corporation was to be the ostensible contracting party with the foreign principal.

"(3) The defendents would cause Mutual to disseminate the propaganda 'under the guise of bona fide and genuine news items'. The fact that the propaganda actually was provided by the foreign principal in the Dominican Republic and that the Dominican Republic government paid the defendants $750,000 was to be concealed.

"(4) The three defendants would wilfully fail to register as agents under the Registration Act and would wilfully fail to cause Mutual and the Radio News Service Corp. to register as agents under the Act."

Justice said the maximum penalty for violation of the registration act is five years imprisonment and a $10,000 fine. The maximum penalty for violation of the federal conspiracy statute involved in count three is the same.

'Overt Acts' charged • The indictment said that "in pursuance and furtherance of said conspiracy and to effect the object thereof, the defendants and their co-conspirators did commit, among others, in the District of Columbia, and elsewhere," the following:

"1. On or about Jan. 30, 1959, the defendants Alexander L. Guterma, Hal Roach Jr. and co-conspirator Otto Vega did meet and confer in the Dominican Republic.

"2. On or about Feb. 1, 1959, defendants Guterma, Roach and Culpepper did have a conversation on a plane traveling from the Dominican Republic to the U.S.

"3. In or about February 1959, defendant Guterma did make a telephone call from New York City to an official of Mutual . . . in the District of Columbia.

"4. In or about February 1959, defendant Guterma did make a telephone call from the Dominican Republic to an official of Mutual . . . in the District of Columbia.

"5. In or about February 1959, MBS did cause to be made radio broadcasts in the District of Columbia.

"6. In or about February, March and April, 1959, MBS did in the District of Columbia and New York City receive from the Dominican Republic political propaganda material.

"7. On or about Feb. 2, 1959, defendant Guterma in the Southern District of New York, did instruct one Saul

Nevins to form a corporation.

"8. On or about Feb. 2, 1959, defendants Guterma and Roach did travel by air from New York to the Dominican Republic.

"9. On or about Feb. 6, 1959, defendants Guterma and Roach did travel by air from the Dominican Republic to New York.

"10. On or about Feb. 2, 1959, defendant Guterma in the Southern District of New York did order stock certificates to be printed.

"11. On or about February 1959, defendant Culpepper did make a telephone call from New York City to an official of Mutual . . . in the District of Columbia.

"12. On or about Feb. 6, 1959, in the Dominican Republic, Otto Vega, a co-conspirator herein, did give to Alexander L. Guterma and Hal Roach Jr., defendants herein, the sum of about $750,000 in cash."

All three defendants were to be arraigned in the U.S. District Court in Washington last Friday (Sept. 4) and had said they would appear voluntarily.

Merely Coincidence • BROADCASTING, in its Feb. 2 issue this year, carried a story saying that Mutual was contemplating setting up a wholly-owned subsidiary to sell a specialized national and international news program service. It would be called World News Inc., the story said, and would feed stories to subscribers over Mutual's leased lines at times when they were not in use for regular programming.

Asked if this plan might have been the same service referred to in the indictment as Radio News Service Corp., Mutual officials said no.

According to Mr. Hurleigh, the World News Inc. idea was considered initially during early 1958 when the network was still owned by Armand Hammer. Discussions about it had continued within the network up until the time of BROADCASTING's story. In his opinion, it was only coincidence that led to publication of the story at the same time the indictment alleges Mr. Guterma was setting up Radio News Service Corp.

Investigating the matter last week, Mutual officials found in their files a letter from Blair Walliser, then executive vice president of the network, dated Feb. 12, and sent to members of the Mutual Affiliates Advisory Committee. The letter described the World News Inc. idea, but used the name "Broadcast News Service" instead. In another letter dated April 6, Mr. Walliser again referred to the proposed company as "Broadcast News Service." This last letter said that the idea had been temporarily put aside.

How Guterma Used Mutual • In January this year Mr. Guterma directed that Mutual press credentials be put at the disposal of Saul Nevins, the New York attorney cited in the indictment as having been instructed to form Radio News Service Corp. Mr. Nevins was to seek an interview with deposed Cuban Dictator Fulgencio Batista, in exile in the Dominican Republic. Mutual complied with the request and Mr. Nevins on Jan. 26 telephoned a beeper report which was broadcast on the network.

The report was to the effect that Batista was *persona non grata* in the Dominican Republic and that public opinion there was in favor of his leaving. (Mutual said last week that the Nevins report was picked up several days later by U.S. news services.) Mr. Nevins told BROADCASTING he got his information after reading Dominican newspapers' comments on the subject, from his personal observations and during conversations with Porfirio Rubirosa, international playboy and Dominican diplomat. As an aside, he mentioned that he at first had feared going to the republic because he had represented Dominican revolutionaries during the Galindez mystery (see page 76), but that he had gone on Mr. Rubirosa's personal assurance that all was well.

Mr. Guterma next alerted Mutual to stand by for a study that would break from the Dominican Republic on Feb. 1. Mr. Nevins called again that day, saying he was speaking for Mr. Guterma and that he had a story to be used on the *Walter Winchell Show*. The item said that Hal Roach Studios would film motion pictures on location in the Dominican Republic with Porfirio Rubirosa as producer. Mr. Winchell, assured that this story came in under auspices of the network's president, ran the item on his show.

During that same week in February, Mr. Guterma called again from the Dominican Republic, this time saying that he had with him Rep. Gardner R. Withrow (R-Wis.), who had some interesting observations to make about that country. Mutual took about 40 seconds of Congressman Withrow's remarks, again by beeper, and put it on the network.

Rep. Withrow's Story • Rep. Withrow told BROADCASTING, last week that he was on a personal trip to the republic in February and that while having lunch at the presidential palace

Asks money back

The Dominican Republic doesn't feel it got a fair shake in its "publicity consultancy" deal with MBS-subsidiary Radio News Service Corp. and wants its $750,000 returned. The island government has retained Washington attorney Edward L. Carey to try to get it—on grounds of "non-performance."

Mr. Carey expressed disappointment Wednesday that the Justice Dept. failed to mention in its news release that the Dominican Republic cooperated with FBI investigators and Justice Dept. attorneys in the case and supplied them with the Feb. 6 contract the Dominican government now wants to void. He said the present officials of Mutual refuse any responsibility for the agreement.

Mr. Carey said he could not divulge details of the contract, except to confirm that it gave MBS full discretion to accept or reject any material submitted. He said the purpose was to provide an outlet for legitimate news in the U.S. Mr. Carey said the Dominican government wished to emphasize its strong anti-communist attitude.

Nine hundred eighty-seven miles and one split second by co-ax west of this scene is Iowa. Have you ever considered how unlike Manhattan Iowa looks?

And how much like the inside of a New Yorker's head the inside of an Iowan's head looks?

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through Iowa's fertile black soil. Dvorak, after visiting Iowa, made powerful music for his New World Symphony from such ingredients. We, with a television station to grind, are more interested in powerful buying power; we prefer to listen to the music made by the seasonal finale—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, something like ten percent of the nation's food supply, and contribute to the high per capita wealth of Iowans.

Yet agricultural Iowa is considerably less than half the story. Personal income derived from agriculture accounts for about 25% of the total; income derived from manufacturing, trades, services and other sources, accounts for the rest.

We adduce these fascinating data to suggest that (1) Iowans are neither exclusively farmers nor exclusively manufacturers; (2) they *are* exclusively people. The wonders of communication in general and television in particular have made Iowans as aware of new products and new ideas as the most sophisticated cosmopolite.

WMT-TV covers over half of the tv families in Iowa, and dominates three of Iowa's six largest cities.

WMT-TV

CBS Television for Eastern Iowa

Mail address: Cedar Rapids • National Reps: The Katz Agency • Affiliated with WMT Radio; KWMT Fort Dodge

For the Picture of Pictures...
TAPE IT RCA!

FOR THE

PICTURE OF PICTURES...

TAPE IT RCA!

The *picture's* the thing . . . You want your commercials to have the snap, sparkle and punch characteristic of superb pictures. By "taping it RCA" you get live picture quality. All the freshness, all the life-like detail comes back to you on RCA tape —thanks to advanced, built-in, quality-control features of the RCA TV Tape Recorder. Unlike older designs, this newest of TV Tape Recorders makes it easy to get and keep highest quality pictures. Your programs and commercials stand closest scrutiny because they are transcribed "live" from the very first breath. Compatible in every respect, the RCA TV Tape Recorder also has built-in features for superior color rendition that become an added bonus for monochrome. Ask your engineer to explain the picture-plus advantages of RCA's *electronic quadrature adjustment, sync regeneration, four-channel playback equalization,* and *built-in-test equipment,* or see your RCA Representative. For complete particulars, write to RCA, Dept. TR-2, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal.

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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Who really profited in steel this year?

Steelworkers' increased pay outstripped owners' dividend increase by 86 to 1

It is no surprise to anyone that the nation's steel companies earned larger profits in the frenzied first half of this year than in the first half of the recession-ridden year of 1958. After all, under pressure of strike fears, customers bought a lot more steel—nearly 3½ billion dollars worth more.

But *would* it surprise you to learn that *for every dollar of increased dividends received by the owners of the steel companies this year, the steelworkers received $86 in increased wages and benefits?*

Well, that is the fact!

Out of the increased profits the owners of steel companies received $7 million more in dividends this year than they did in the first half of last year.

The steelworkers, however, received $603 million more in wages and benefits.

And that increase, in any man's arithmetic, is 86 to one in favor of the steelworkers. But it still isn't enough for the Union leaders. They want more and more—and more. When they describe steel profits as "fantastic," what word is then left to describe the gains of the steelworkers?

Let's Look at the Facts

The steel companies have no complaint whatever to make about the greatly increased prosperity of the steelworkers. But they do protest vigorously when Union leaders—concealing the fabulous gains of their members—seek to distort, magnify and misrepresent the profit picture in a brazen effort to foist another disastrous round of wage inflation upon the American people.

We think the time has come, therefore, to look at the sober facts about payrolls and profits, and to put them in perspective.

One Million Owners Got $268 Million Total Dividends

The steel companies are owned by more than one million stockholders whose invested savings have provided the tools, the plants, and other capital facilities needed to make steel. As payment for the use of these facilities, which cost in excess of $16 billion, the stockholders received $268 million in dividends during the first six months of this year.

607,020 Employees Got $2,251,000,000 in Payrolls

In this same period, the steel companies employed an average of 607,000 men and women who provided the brains, energy, skill and judgment necessary to produce and market the steel. For their services, they received a total of $2,251 million in wages and salaries—more than eight times as much as the owners received.

Steelworkers' Average Earnings Jumped $29.38 a Week

More than 75 percent of the total payroll went to 491,000 hourly-paid workers, whose average weekly earnings have risen steadily, in every quarterly period, since the beginning of 1958. In these eighteen months alone the steelworkers' earnings jumped from $105.64 a week, to $135.02—a gain of $29.38 a week.

Companies Sold $9¼ Billion Worth of Steel

You have been told that the steel companies made record dollar profits in the first half of this year; and that is true. What you were *not* told is that production and sales—and payrolls, taxes and other costs—*also* established new record highs.

During this period the companies sold $9¼ billion worth of steel. And after covering their payrolls, taxes and other costs—all record highs—they showed a profit of $783 million, less than 8½ cents on each dollar of sales.

Let's see what happened to this profit.

One-Third Was "Phantom Profit."

Roughly one-third of the profit was "phantom profit" which had to be used to cover the inflated cost of replacing worn-out tools and facilities. This one-third provided nothing for the owners—nothing for expansion. It had to be used just to stand still.

Otherwise the steel industry would die a little each year as its plants wore out. And so would the jobs of its over 600,000 employees and the invested savings of its more than one million shareowners.

One-Third Was Reinvested

Another third or so of the profit went to meet the continuing need for improved or enlarged plants and equipment, necessary working capital, new sources of raw materials, new research facilities, and to improve productive efficiency generally.

This was the "re-invested profit" that provides for America's industrial growth, sustains job security, and steadily raises the standard of living of the American people.

One-Third Went to the Owners

What was left of the profit—$268 million—went to the owners of the steel companies in the form of dividends. This was the only payment they received from their companies for the use of all the tools that their savings have provided; and it represented an annual return of about 3 percent on the present market value of their investment.

That is about the same return you get on your savings account at the bank—less than on a Government Bond.

Not exactly "fantastic" is it? . . . Especially since the companies—in order to attract the new savings they must have—must compete in the financial market place against all other security issues.

Remember This All-Important Fact

This, then is the simple, sober truth about steel profits and payrolls in 1959; and from it you may draw your own conclusions. But there is one all-important fact that should never be lost in the smokescreen of confusion that the Union leaders have sought to create around profits. And that fact is this:

Any increase in steel wage costs at this time will give another dangerous twist to the upward spiral of inflation.

This is because steelworkers are already leading the wage parade, and a further increase now will force other unions in every branch of industry and trade to redouble their efforts to "catch up." Thus wages and production costs will rise on all sides; and so will the cost of almost everything you buy.

THE STEEL COMPANIES COORDINATING COMMITTEE

375 Lexington Avenue, New York 17, New York

This advertisement sponsored by **REPUBLIC STEEL** *a member of the committee*

Republic Steel is the nation's third largest steel company. Its products go into every sinew of our national life. For homes Republic makes steel windows, doors, downspouts and gutters, steel kitchens, pipe and galvanized sheets for ventilating ducts; walls, roofs, lockers and equipment for schools; every kind of iron and steel for autos—from the pig iron for the engine block to the stainless steel for the decorative trim. Republic Steel makes the world's widest range of standard steels and steel products.

he met an official of the Mutual network. Later that day the official—he had forgotten the name Guterma until BROADCASTING mentioned it — called him and invited him to participate in a three-way call with Rep. Donald L. Jackson (R-Calif.) and a Mutual newsman. Rep. Jackson, he said, was unable to participate, so Rep. Withrow went on alone. He recalled he was interviewed about local conditions, which he found "surprisingly progressive, with the people contented." Rep. Withrow said he never met Mr. Guterma again and was unaware of the grand jury action until told by BROADCASTING.

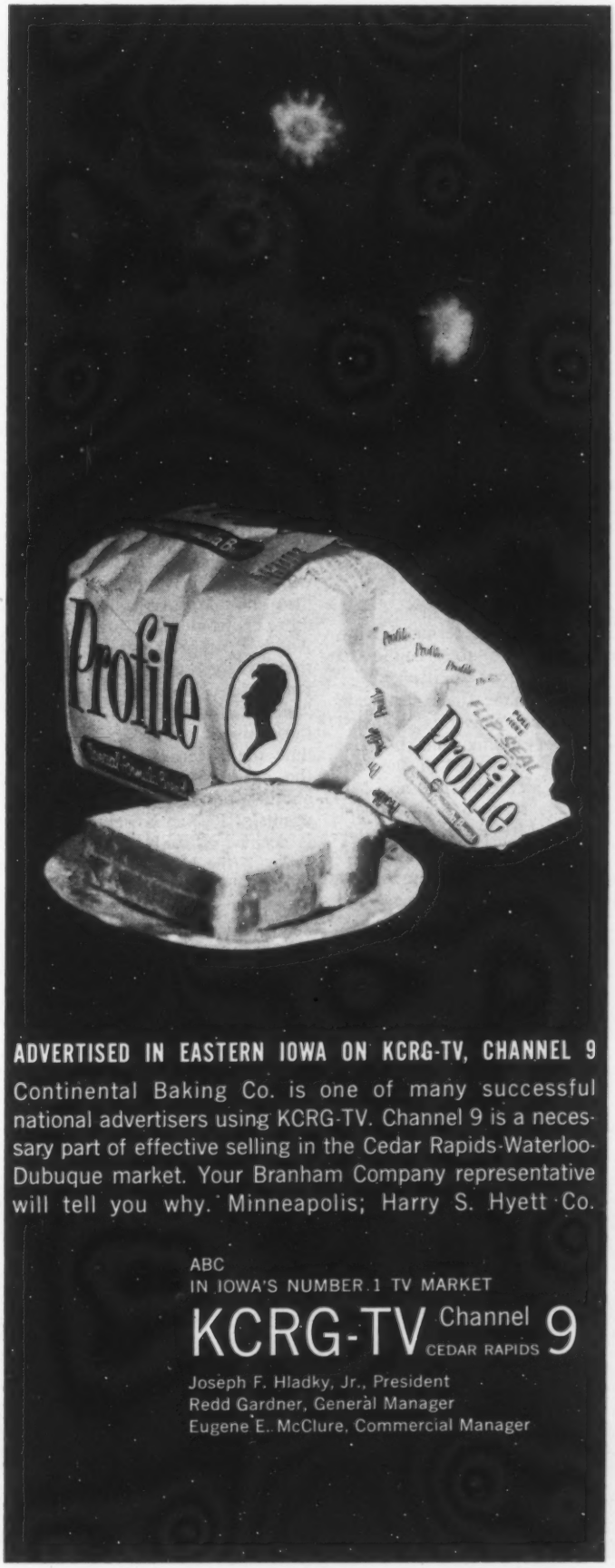
Also during this period Mr. Guterma called MBS Commentator Fulton Lewis jr. with a news item, which Mr. Lewis used on his program, to the effect that Castro forces in Cuba were planning attacks against both the Trujillo Dominican government and Haiti.

Even after Mr. Guterma left the network, pro-Trujillo material continued to come in, most of it in the form of news releases. It is not clear whether any of this material was used by the network in its news programs, but the sentiment is that it was not. In fact, the releases became a standing joke at the network, with one set put on the desk of Commentator Cedric Foster with the staff-added notation, "To Cedric Foster, my good friend and admirer, /s/ General Trujilo."

When Mutual officials asked Mr. Guterma about the Dominican motion picture tieup, he told them that the pictures would bring money into the company and that some of this money would be used for Mutual. He also is said to have remarked at one time that "we've got to be good to the Dominican Republic or they'll throw us out of the country."

The Smell Goes Sour • First confirmation of Mutual officials' growing belief that all was not on the up and up came after Otto Vega, the Trujillo aide named as co-conspirator in the grand jury indictment, invited Robert Hurleigh (then senior vice president, now president of Mutual) and/or Fulton Lewis jr. to attend a celebration in the Dominican Republic celebrating "The Year of Trujillo.". Mr. Hurleigh, curious to find out what had happened to the motion picture deal, accepted. And there Mr. Vega outlined the details of the $750,000 arrangement with Mr. Guterma. Mr. Hurleigh immediately reported the situation to Malcolm Smith, then owner of the network, to Mutual's attorneys and through them to the Securities & Exchange Commission. No broadcasts about the celebration were carried by Mutual either at that time or later.

In addition to the beeper broadcasts



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Continental Baking Co. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

carried on the network, it's understood several other reports were taped but not used.

The Lien on Mutual • The Justice Dept. reportedly will seek to prove that Mr. Guterma gave Trujillo a lien on the Mutual network as a performance guarantee on the propaganda deal. This is said to be a stock certificate supposedly representing control of the network. Mutual officials deny that the certificate could be valid, saying that the real stock certificates are in the network's safe.

One Justice Dept. official was quoted as saying, "The validity of the certificates is a question that will have to be decided by a court." Asked if the current bankruptcy proceedings would have any effect on the validity of such a lien, other officials said no, pointing out that the bankruptcy was merely an agreement with creditors on what they would accept as payment from the network, and that the question of who actually held legal title had not been adjudicated.

Still another participant in the proceedings likened Mr. Guterma's giving the stock certificate to Trujillo to "selling him the Brooklyn Bridge."

It is understood the stock certificate and/or certificates involved were signed both by Mr. Guterma and by Hal Roach Jr., then chairman of the network. Neither Mr. Guterma nor Mr. Roach could be reached for comment on this point. Mr. Roach's explanation of his part in the Dominican trips was represented as being that "I spent most of my time sleeping," and that he was not aware of any deals.

Where the Money Went • Officials are not clear on the whereabouts of all of the $750,000 Mr. Guterma is alleged to have gotten out of the deal. Officials believe Porfirio Rubirosa received $250,000 of the amount as a "finder's fee" and that $90,000 went into the Mutual treasury. The remaining $410,000 is unaccounted for.

Mutual acknowledges having received $90,000 at the time the money was alleged to have changed hands. A check for that amount came in early in February drawn on the Inland Credit Corp., made out to Mr. Guterma and endorsed over to Mutual. The first instructions said to credit the money as having come from Comficor, one of Mr. Guterma's corporations. Later word said to credit it to the F.L. Jacobs Co., parent of the Guterma complex, and still later word said not to do that either. It's now just a problem for Mutual accountants, who can only be sure that the money did not go back out.

Guterma's Side of It • Richard Wels, Mr. Guterma's attorney, last week quoted the financier as saying, "This is nonsense." He said Mr. Guterma would plead not guilty to the charges, that Mr. Guterma said he had not served as an agent of the Dominican Republic, and that he had never agreed to serve as one. Mr. Wels also pointed out several clauses of the registration act under which Mr. Guterma is charged. One of them, he said, specifically exempts news services from provisions of the act. Another, according to Mr. Wels, says that the reports the government contends Mr. Guterma did not file are due "within 10 days." Mr. Guterma left the network within six days after the time the government alleges he made the deal, Mr. Wels points out. Still another provision specifically exempts agents of foreign powers whose defense is deemed officially essential to the defense of the U.S., Mr. Wels said, adding that he recalled several instances in which the Dominican Republic received military aid under the Military Assistance Act.

Mr. Wels said Mr. Guterma told him he had been involved in some "purely commercial transactions" while he was in the Dominican Republic, but that they had nothing to do with matters alleged in the grand jury indictment.

Mr. Wels also said that when Mr. Guterma first heard the government was investigating the Dominican situation, he volunteered to appear and testify before the grand jury. The offer was not accepted, Mr. Wels said. It could not be determined whether the offer to testify was made before or after the grand jury had concluded its deliberations and voted on the indictment.

Mutual's Position • Mr. Hurleigh went on closed circuit to affiliates last Tuesday, the day the indictment was released, pointing out that the Justice Dept. had said it had no information linking current management to the Guterma dealings. "Mutual was named as a co-conspirator," he said, "because in the period covered by those activities officials then in control offered the use of its facilities to carry out the purposes of the conspiracy." He also said that the alleged conspiracy was accomplished without the knowledge of present officials and that "had Mr. Guterma any minimal knowledge of network operations he would have known the alleged plot could never have been executed without the cooperation of newsmen of long-standing reputations and unquestioned integrity."

Mr. Hurleigh went on to say that the present reorganization under the bankruptcy laws was "necessary to overcome the financial liabilities with which the network found itself saddled following Mr. Guterma's resignation and to remove every vestige of past involvements." He concluded by saying that Mutual "is a victim of the alleged malpractices and manipulations of Mr. Guterma."

The Bankruptcy Action • In another area, Mutual went before Federal District Court in New York last Wednesday for what was to have been the final hearing on its bankruptcy proceedings. But the formal acceptance of the financial reorganization was postponed until Sept. 14 when MBS Counsel Benjamin Weintraub advised the court that Mutual had received a last-minute tax claim from New York City.

Referee Asa Herzog offered to go ahead with the reorganization closing despite the tax matter, but Mutual said it preferred to clear the question before final settlement of the creditor claims. The tax lien is understood to be "in the neighborhood of $100,000." Mutual's offer to creditors was based, for the most part, on 10-cents-on-a-dollar.

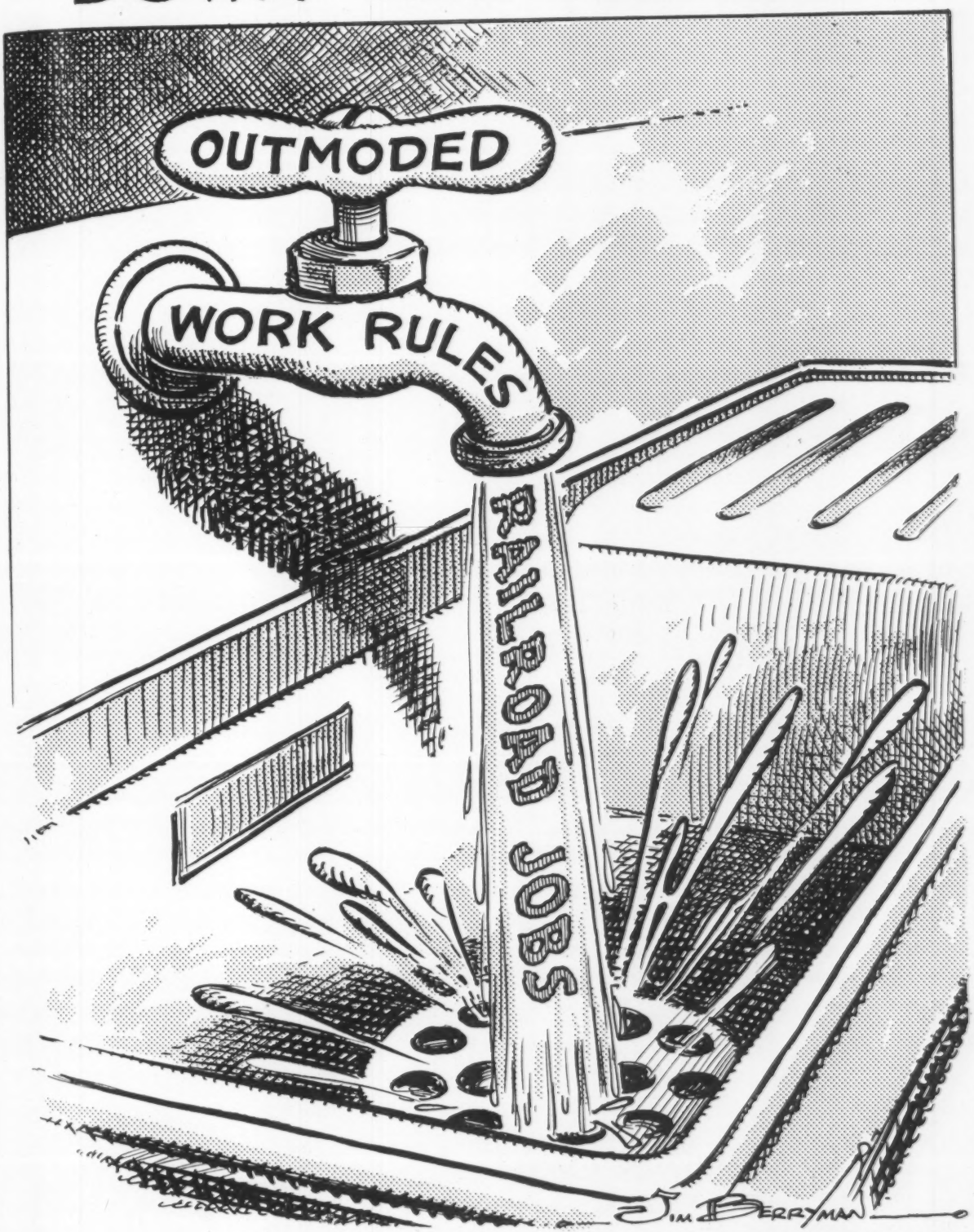
United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Trujillo radio 'debut' was Galindez mystery

The Dominican Republic was the subject of what it considered very unfavorable publicity on U.S. radio in 1957 in connection with the Galindez mystery.

In May 1957 the talents of Edward

DOWN THE DRAIN !



for the ASSOCIATION OF AMERICAN RAILROADS

R. Murrow and author Eric Ambler teamed to do the story of the Galindez-Murphy case on CBS Radio. Called "A Chronicle of Terror: The Galindez-Murphy Case," the program documented the disappearance of Columbia U. Professor Dr. Jesus de Galindez, a refugee from the Trujillo regime. The program aroused the ire of Dominican Republic officials, who termed the show as being "apparently prejudiced" and not in the public interest. (BROADCASTING, May 27, 1957).

CBS Public Affairs Director Irving Gitlin responded at that time by stating that "Chronicle" was a "fair and objective report" and that Dominican Republic requests for equal time on the CBS Network "looked dim."

In a later statement, Mr. Gitlin reiterated the CBS position and also disclosed that CBS attempts to obtain information from Dominican officials prior to the broadcast had been ignored. Although Dominican Information Center representatives approached NBC and ABC exploring the possibilities of buying time on either of the networks, no rebuttal to the Murrow show was ever aired.

Nafi acquires studio

Broadcast Division of Nafi Corp., owner-operator of KPTV (TV) Portland, Ore., has acquired the McGowan Studio Building at 915 N. La Brea Ave., L.A., for approximately $500,000 from McCann-Erickson. For years the studios were used for two tv film series handled by the agency, *Death Valley Days*, sponsored by Twenty Mule Team Div. of U.S. Borax & Chemical Co., and *Sky King*, for Swift. For the past year they have housed the tv-radio programming and commercial department of McCann-Erickson which will now rejoin the rest of the agency's L.A. office at 3325 Wilshire Blvd.

Changing hands

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 94).*

• WSFA-TV Montgomery, Ala.: Sold to Broadcasting Co. of the South (WIS-AM-TV Columbia, S.C., WIST Charlotte, N.C.) by WKY Tv System Inc. for $2,225,000. WSFA-TV is on ch. 12, operating with a maximum power of 316 kw. It is affiliated with NBC-TV (primary) and ABC-TV (secondary).

• WFRL Freeport, Ill.: Sold to Triad Tv Corp. by Freeport Broadcasting Inc. for $275,000. WFRL is on 1570 kc with 1 kw, daytime.

• WDRF Chester, Pa.: Sold to WDRF Inc. (Ogden R. Davies and others) by Eastern Broadcasting Inc. for $250,000. Mr. Davies has minority interests in WNAR Norristown and WKAP Allentown, both Pennsylvania. Comr. Robert Bartley dissented. WDRF is on 1590 kw with 1 kw.

• KFNF Shenandoah, Iowa: Sold to KFNF Broadcasting Corp. (Nicholas and Victor J. Tedesco) by Capital Broadcasting Co. for $125,000. Purchasers own 40% of KCUE Red Wing, Minn. KFNF is on 920 kc with 1 kw, daytime.

• KLTI Longview, Tex.: Sold to E. W. Mahone Jr., Mildred J. Malone, H. A. Bridge Jr., and H. A. Bridge Sr. by LeTourneau Radio Corp. for $100,500. Purchasers own KMHT Marshall, Tex. Comr. Robert Bartley dissented. KLTI is on 1280 kc with 1 kw, daytime.

WLOL-FM takes pulse

A survey of the Twin City audience informed WLOL-FM Minneapolis that their average listener is between 21 and 30, makes $7,800 a year, lives in a family with 2.8 children, owns his home, has a college degree and invests in stocks. It was revealed that 41% of the audience lives in Minneapolis, 23% in St. Paul, 26% in suburbs of those cities and 10.5% outside the area. Women reported listening to WLOL-FM as much as 8 to 16 hours a day; all listeners averaged 3½ hours. The station found that 70% had patronized sponsors during the past year.

KMOX in new building

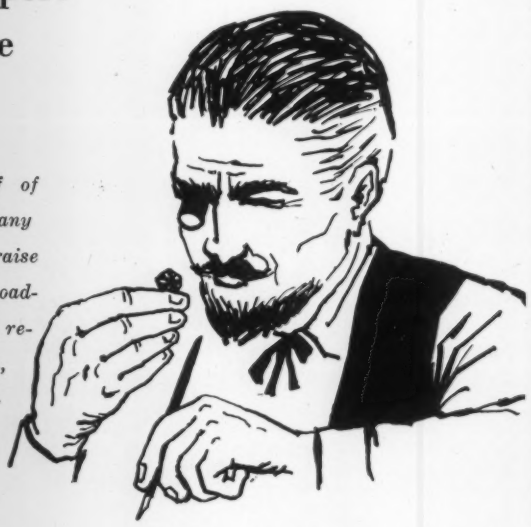
KMOX St. Louis, Mo., began operating from its new $750,000 building Monday (Aug. 31). It's the first construction in 20 years that CBS has put up to house radio-only facilities [BROADCASTING, Nov. 3, Dec. 8, 1958].

Featuring three separate studios and control rooms, KMOX's two-story home contains the latest in high fidelity broadcasting equipment.

The 15,500 sq. ft. building is at 1144 Hampton St. in west central St. Louis.

Only an expert can appraise accurately

The nationwide staff of Blackburn & Company is qualified to appraise and evaluate your broadcast property for any requirement. For action, contact the nearest office of:



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James W. Blackburn
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SOUTHERN
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

WNJR
negro radio for metro new york

NBC-owned stations to meet Sept. 10-11

Executives of NBC-owned radio stations will exchange ideas on common problems in a meeting called last week for Sept. 10-11 in Chicago. P. A. (Buddy) Sugg, executive vice president in charge of NBC-owned stations and NBC Spot Sales, said that "the resurgence of radio has led to the development of many new approaches," and that the conference will be an "interchange of information in the areas of news and public service programming, music programming, ratings, audience and sales promotion, merchandising, publicity and sales planning."

Speakers announced for the seminar include George Dietrich, director of NBC Radio Spot Sales, and Nicholas Gordon, manager of rates and rating analysis for the NBC-owned stations div. Rudi Newbauer, WMAQ Chicago sales manager, is planning the agenda and Lloyd E. Yoder, NBC vice president and general manager of WMAQ and WNBQ (TV), will be host.

Others slated to participate: Herman Maxwell, national sales manager, and Steve White, program manager, WRCA New York; Richard Johnson, WMAQ program manager; Harry A. Karr Jr., sales manager, WRC Washington; Lewis Johnson, sales manager, and Robert Benson, program manager, WRCV Philadelphia; Stephen J. Rooney, general manager, and Frank Maruca, promotion and program coordinator, WAMP Pittsburgh, and George Fuerst, general manager, KNBC San Francisco.

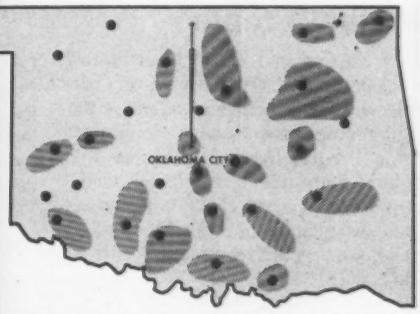
SDX promotion asked

Sigma Delta Chi has called on its members to help gain recognition for the national professional journalistic fraternity's 50th anniversary observance.

In a letter to the membership, James R. Brooks, chairman of SDX's public relations committee, sought electronic and print journalism support for a move to salute Sigma Delta Chi during its anniversary observance. Included with the letter were suggested news features or anniversary editorials for use by newscasters and editors. Harshe-Rotman, Chicago, has been retained by the fraternity volunteer public relations agency for the campaign [CLOSED CIRCUIT, Aug. 24].

SDX will officially observe the anniversary at its national convention in Indianapolis Nov. 11-14 with a special ceremony at Greencastle to commemorate its founding.

News Stringers for KWTV OKLAHOMA CITY cover the KWTV Community



KWTV News Stringers cover these areas

Special assignment areas plus UPI coverage

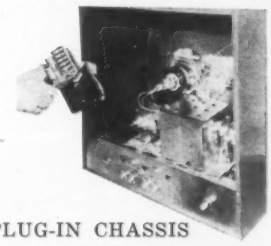
News from every Oklahoma town and hamlet funnels into KWTV through a network of KWTV's own news stringers, plus the facilities of KWTV's own news staff and UPI. It's *Community* Coverage NEWS that makes KWTV Oklahoma's No. 1 television station!

BUY the TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

FOTO-VIDEO MONITORS

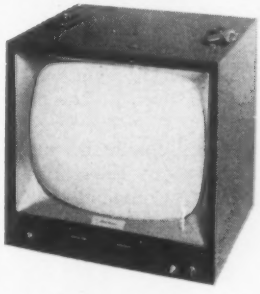


PLUG-IN CHASSIS

UTILITY MONITORS

V-36C-14" V-96A-17"
V-98A-21" V-92A-24"

V-92A



ALL MONITORS COME IN METAL CABINETS AND INCLUDE HIGH AND LOW VOLTAGE SUPPLIES

(Professional Models also Available)

FEATURES

- Field-Proven in Government and Broadcast TV Stations
- Superior definition
- Excellent focus and interlace
- Video response flat to 8 mc.
- Distortion free DC restorer
- New high efficiency linear deflection system
- Positive operation of all controls
- Silicon rectifier power supply
- Aluminized picture tube with gray face plate
- Bridging input with built-in terminating resistor and switch
- Broadcast quality construction, terminal boarded
- Plug-in chassis modules
- Every Unit Specification-Tested

DESCRIPTION

The Foto-Video Monitors are highly reliable display units for broadcast and closed circuit use. They are designed for the continuous presentation of 600 line picture information with high brightness.

The Video Amplifier, Deflection Generator, High Voltage Supply, and Low Voltage Supply, consist of individual plug-in-sub-chassis for optimum accessibility. The front panel is removable for cleaning the picture tube face and safety glass.

The high gain, wide band video amplifier incorporates DC restoration to maintain black level regardless of picture content. Silicon semiconductor rectifiers provide very reliable DC power with a minimum of heat.

Write, wire or phone for full information.

FOTO-VIDEO LABORATORIES, INC.
CEDAR GROVE, N.J. CEnter 9-6100

Westinghouse meets on media topics

FCC Chairman John C. Doerfer and Gov. Edmund G. (Pat) Brown of California will be principal speakers at the Westinghouse Broadcasting Co. Public Service Programming Conference this month at Stanford U., Palo Alto, Calif. The meeting is Sept. 21-23, with an expected attendance of 400. Donald H. McGannon, WBC president, will be keynoter.

Richard M. Pack, Westinghouse programming vice president and producer of the conference, has announced panel sessions on the following topics:

"Relationship of the Progam Manager to his Associates and the Management," with Gordon Davis, general manager, WIND Chicago, as chairman; "Creativity," Frank Tooke, vice president of Cleveland area, Westinghouse Broadcasting Co.; "Radio and Tv News," Ray Moore, news director of WSB-TV Atlanta, tv chairman, and Jim Snyder, WBC Washington news chief, radio moderator, with Dr. Bergen Evans, Northwestern U. professor and tv personality, participating in both news sessions; "Religious Programming," featuring the Rev. John Debrine, co-pastor, Ruggles St. Baptist Church, Boston.

"Techniques of Tv Production," Lewis Freedman, director, Dore Schary Productions, chairman; "How to Make Research More Meaningful and Creative," Melvin A. Goldberg, WBC Research director, chairman; "Radio Station Images and Types of Operation," Dom Quinn, program manager, WIND Chicago, chairman; "Public Service Formats," Herbert B. Cahan, program manager, WBZ-TV Boston, chairman.

"Broadcaster Relationships with National Service Organizations," George Mathiesen, general manager, KYW-TV Cleveland, chairman; "International Tv Programming," Basil Thornton, executive director, Broadcast Foundation of America, chairman. Yashio Takashima, Engineering Bureau Chief of Mainchi Broadcasting System, Osaka, Japan, and European tv broadcasters will participate; "Editorialization," Robert Forward, programming vice president, KMPC Los Angeles, chairman. This is listed as the subject most requested by delegates. Previous Public Service Program Conferences have been staged by Westinghouse in Boston and Baltimore.

$48.1 MILLION AT TV NETWORKS

That's tv time charges for July

Network tv time charges in July totaled $48.1 million, up 17.1% from the $41.1 million of July last year. For the January-July period, the network's billing hit $357.5 million, and increase of 10.3% over the like period of a year ago.

The networks' continuing stride was reported last week by Television Bureau of Advertising. Compilation was by Leading National Advertisers and Broadcast Advertiser Reports.

Each of the tv networks scored a substantial gain in billing in the July comparisons. CBS-TV led the three networks both in billing and in percentage rise. The network hit $21.8 million in July 1959, a 19.2 per cent climb over the same month last year. ABC-TV rose 18.5% to $8.3 million, while NBC-TV picked up 13.9% to maintain a $17.8 million total.

For both ABC-TV and NBC-TV, the summer billing sag had set in during July as the figures for each month of the year show. As for CBS-TV, July billing was favorable for the year, two other months (June and February) having fallen below the summer mark.

Each of the networks for the seven-month period were ahead of last year, ABC-TV by nearly 19%, CBS-TV by more than 8%.

Network Tv Gross Time Billings

	July			Jan.-July		
	1958	1959	% Change	1958	1959	% Change
ABC-TV	$ 7,083,555	$ 8,391,470	+18.5	$ 58,701,356	$ 69,813,986	+18.9
CBS-TV	18,332,925	21,861,217	+19.2	142,380,341	154,358,042	+ 8.4
NBC-TV	15,702,029	17,883,111	+13.9	123,108,261	133,364,262	+ 8.3
TOTAL	$41,118,509	$48,135,798	+17.1%	$324,189,958	$357,536,290	+10.3

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April*	10,309,263	22,093,785	19,739,816	52,142,864
May*	9,946,570	22,590,135	19,674,494	52,211,199
June*	8,930,114	21,612,042	17,984,845	48,527,001
July	8,391,470	21,861,217	17,883,111	48,135,798

* Figures Revised as of Aug. 26, 1959
LNA-BAR: Gross Time Costs Only

THIS IS T

It's a matter of taste. But the fact remains that residuals are the egg in the beer that just about everybody wants! That's why the smart money bets on film—then you're ready for reruns, syndications. Ready for anything!

Actually, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

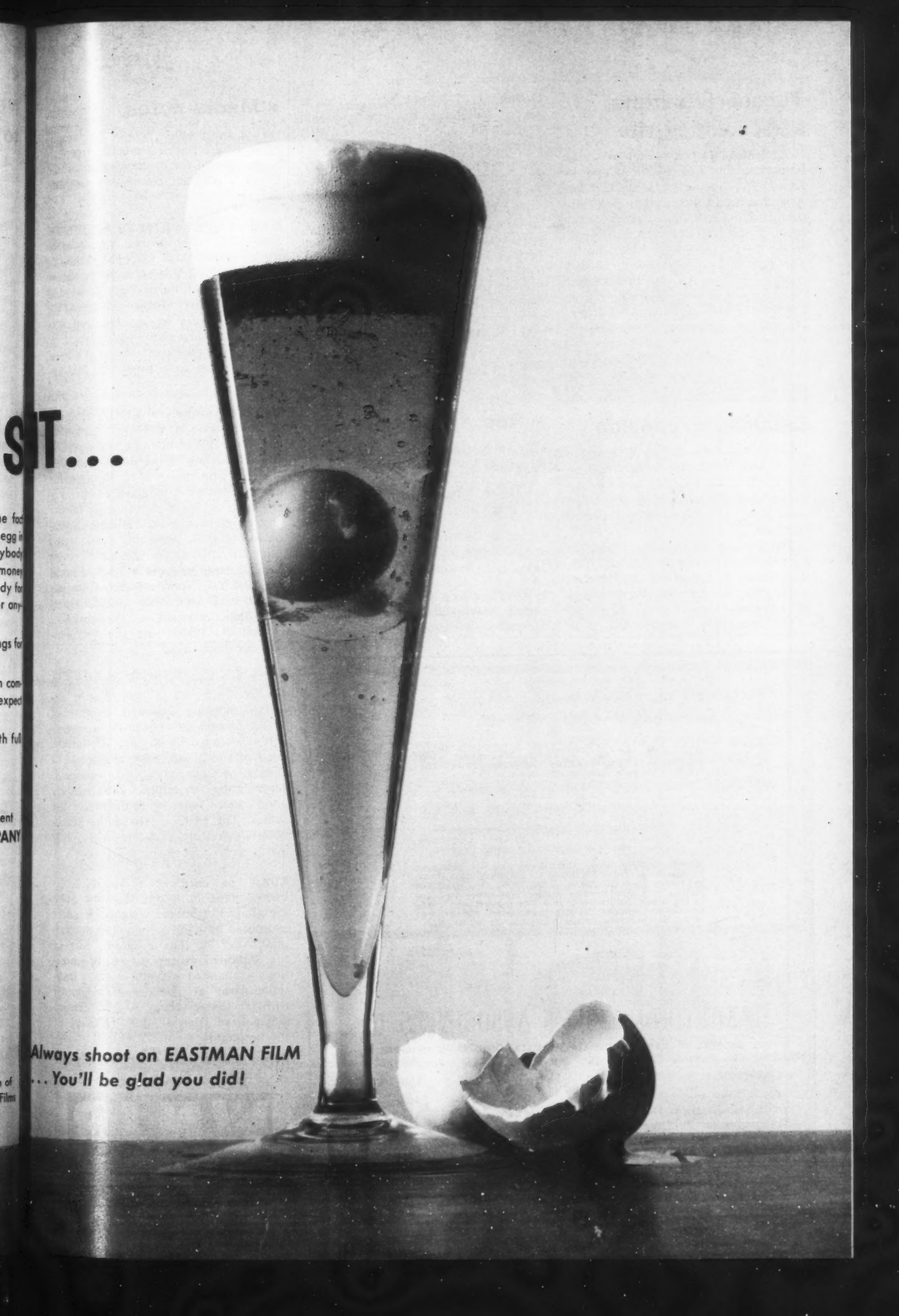
East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.


Always shoot on EASTMAN FILM
... You'll be glad you did!

Tucson tv outlets seek joint tv site

Agreement for construction of a new transmitter building to be shared by KOLD-TV and KVOA-TV Tucson, Ariz., has been announced by E. S. Mittendorf and Fred Vance, general managers of the respective stations. Application to be filed with FCC shortly. The two groups (Old Pueblo Broadcasting Co. and Arizona Broadcasting Co.) have requested permission from U.S. Dept. of Agriculture Forestry Div. for use of the site. Subject to Commission approval, the parties hope to have the new building and common transmitting tower in operation soon after Jan. 1, 1960.

Eastman expansion

Expansion of the Robert E. Eastman Co. station representation firm both in its New York headquarters and through the opening of a seventh office is being announced today (Sept. 7) by President Eastman.

The addition of Gerald Gibson, for the past seven years with Doherty, Clifford, Steers & Schenfield, to the New York office, has brought the sales staff there to nine.

The company's seventh office is in Detroit, at 1033 Book Bldg. It will be headed by Frank Boyle, for several years local sales manager of WJR Detroit. Mr. Eastman said a Detroit office was deemed essential in view of an expected step-up in the advertising activities of automotive accounts there.

The Eastman company has been in business a little more than a year. It started June 2, 1958, with four client stations and offices in New York, Chicago and San Francisco. The station list now totals 28 and offices have been added in Dallas, St. Louis and Los Angeles as well as Detroit.

Mr. Eastman also said that his firm plans shortly to launch a creative campaign designed to promote spot radio as a whole.

• Rep appointments

• KCSR Norfolk, Neb., names Walker-Rawalt, N.Y.

• KMGM Albuquerque, N.M., names Gill Perna Inc., N.Y.

• Paul B. Mowery (tv consultant) has opened office at 7½ E. 81st St., N.Y. Telephone: Yukon 8-7171.

• WWTV (TV) Cadillac, Mich., has named Avery-Knodel, New York, as national sales representative.

• Media notes

WTCN thanked • WTCN Minneapolis-St. Paul received a special American Legion award for its cooperation in the Legion's national convention in Minneapolis.

Charitable KTTS-TV • KTTS-TV Springfield, Mo., helped raised more than $50,000 in an 18-hour telethon in aid of the local YMCA and Boy Scouts Aug. 22-23. Milburn (Doc) Stone and Amanda (Kitty) Blake of CBS-TV's *Gunsmoke* were among the 200 acts taking part. The show, also carried by KGBX Springfield, originated at a local theatre before an estimated 15,000 audience.

KNUZ expanding • KNUZ Houston is constructing a $60,000 addition to its studio-office building. Renovation and remodeling of the present building also is being undertaken. Reasons for the expansion are to make room for a new tape commercial-producing facility plus programming and business departments.

New Detroit address • Avery-Knodel Inc., N. Y., station representative, has moved its Detroit office to 2226 Guardian Bldg., Griswold and Congress Sts., Detroit 26. Phone and teletype numbers are unchanged.

C-C takes over WISK • Crowell-Collier Publishing Co.'s Broadcasting Division officially assumed control of WISK Minneapolis last week in a transaction attended by Robert M. Purcell, head of the broadcasting division, Eugene J. McCaffrey, C-C vice president, representing the buyers, and Nicholas and Victor Tedesco, representing the sellers. The FCC approved the $625,000 sale in July (BROADCASTING, July 20).

KDKA at carnival • About 2,000 mental patients at the Mayview State Hospital, Pittsburgh, watched a show sponsored by KDKA there and the hospital Aug. 30. The program, part of the station's project to get organizations acquainted with the mental institution, was at the hospital's annual carnival. (Since spring, KDKA personalities have been conducting tours of the hospital.)

Fargo target date • Ch. 11 KXGO-TV Fargo, N. D., is to start Oct. 1.

MIDWEST—250 watt fulltimer. Will gross about $130,000.00 in 1959. Valuable real estate. Price $210,000.00 with minimum of 29% down.

WEST TEXAS—Two Daytimers and a fulltimer. Prices range from $75,000.00 to $90,000.00 and down payments from $25,000.00 to $30,000.00. The $90,000.00 station is a good money maker and other two are in the black. Fulltimer is in a fine market and needs an owner-manager. In the black now, but billings could be doubled. Terms available on all three.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

WNJR
negro radio for metro new york

Ground was broken last month for construction of the new station. Its tower and transmitter are near Sabin, Minn., about 13 miles southeast of Fargo.

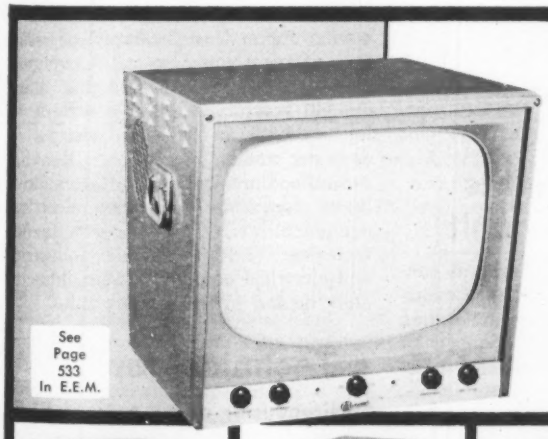
Mutual service • WNTA Newark, N. J., has become a special affiliate for news and special events of Mutual, with the station carrying network newscasts and features from 7 a.m. to 6 p.m. WOR New York earlier signed an affiliation contract with Mutual for its nighttime schedule of news and special events broadcasts.

Philadelphia move • Schweitzer & Torrey, market research firm, has moved to new and larger quarters at 1515 Locust St., Philadelphia.

NBC-TV in Lufkin • Satellite KTRE-TV Lufkin, Tex., will become a full time affiliate of the NBC-TV network on Oct. 1, 1959 according to Richman Lewin, vice president and general manager. The ch. 9 station has carried NBC-TV programs from KPRC-TV in Houston for the past four years.

Letter to WLCY • WLCY St. Petersburg, Fla., received congratulations from Postmaster General Arthur E. Summerfield for its campaigning to rid the mails of obscene literature. Mr. Summerfield said that WLCY's efforts, ". . . stimulate more restrictive and sterner legislation . . . only through an informed public . . . can we hope to obliterate this multi-million dollar racket." The station has helped to organize local campaign committees on the west coast of Florida.

New tenant • Milton F. (Chick) Allison (third from l), vice president and general manager of CBS Radio Spot Sales, receives keys from John Blair, president of the Blair Cos. (radio and tv representatives) as CBS Radio Spot Sales takes over the old Blair offices at 415 Madison Ave. The Blair firms have moved to new quarters at 717 Fifth Avenue. Watching the key ceremony: Jules Dundes (l), CBS Radio vice president in charge of station administration, and Edward P. Shurick (r), executive vice president of Blair-Tv.

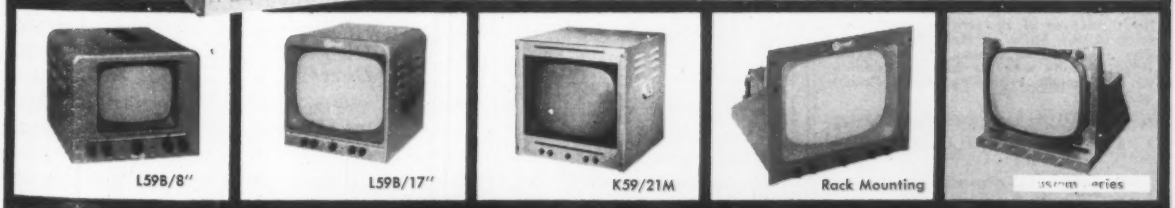


With More Utility Monitors In Broadcast Than Any Other Manufacturer

Now Our New "INSTRUMENTATION SERIES" Exceeds Broadcast Requirements—Resolution And Stability

- Designed For Critical Military Space Application
- Regulated Power Supplies
- Heavy Duty Metal Cabinet
- 800 Line Aluminized Kine
- Excellent Video Tape Sync Stability
- Single Chassis Or Plug-in Construction Optional

A Complete Line For Every Application, Broadcast, Closed-Circuit, Military



MIRATEL
CONELRAD
EQUIPMENT

Manufactured By MINNESOTA RADIO AND TELEVISION, INC.
1080 DIONNE ST., ST. PAUL, MINNESOTA

Miratel
INCORPORATED

The morning after....

YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13

THINGS BEGIN TO HAPPEN
IN WESTERN MONTANA

BECAUSE . . .

KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.

and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

PAN-ATLANTIC
SEA-LAND SERVICE
PICKS
JACKSONVILLE

The Pan-Atlantic Steamship Corporation has picked Jacksonville as a new port of call for its trailerships to serve the Southeast. The Pan-Atlantic Steamship Corporation's selection of Jacksonville shows their faith in the State of Florida's Gateway City . . . and the citizens of Jacksonville enthusiastically welcome this new addition to the rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS
WFGA-TV
NBC and ABC Programming.
Represented nationally by
Peters, Griffin, Woodward, Inc.

(Eighth of a Series)

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Sylvania, Roulette stock-bond offerings

Sylvania Electric Products Inc., New York, last week filed a registration statement with the Securities & Exchange Commission seeking to offer $25 million in sinking fund debentures to the public. Interest rate, public offering price and underwriting terms are to be announced later. Underwriters are to be Paine, Webber, Jackson & Curtis and Halsey, Stuart & Co.

Proceeds will be used in part to prepay 5% promissory notes due in 1962 ($10 million outstanding) with the balance to be applied on short term notes due in October and December.

Roulette Records Inc., New York, has proposed to offer 330,000 shares of common stock to the public at $3.50 per share through Chauncey, Walden, Harris & Freed Inc. The underwriter also will receive warrants to purchase 100,000 shares at $3 per share for a four-year period beginning 13 months after completion of the public sale.

Roulette, organized in January 1957, now has 1,430,000 common shares outstanding. Proceeds of the stock sale will be used as follows: $150,000 for construction and installation of sound studios; $90,000 for executive offices (at 1631-37 Broadway, New York); $90,000 for technical equipment and machinery, and $455,000 for working capital.

Collins gets rights to Conley tape unit

A franchise for use and sale of continuous, one-reel, automatic tape magazines, utilized in the broadcast station equipment field, has been obtained by Collins Radio Co. from Conley Electronics Corp., Skokie, Ill.

John M. Rau, president of Conley, announced the agreement as the first in a series of franchise grants for applications of his company's Fidelipac magazine, for which he claims Conley has secured exclusive worldwide manufacturing and sale rights. Conley was formed recently to serve as a parent group for several firms in the development, production and merchandising of electronic equipment for consumer, industrial and military markets.

Collins already turns out an automatic tape control record-playback unit designed for 24-hour use in radio-tv station control rooms. The Fidelipac magazine, containing and playing magnetic tape, is used in the Collins system. In addition to the advantage of convenience, about two hours a day of tape threading and re-cueing is saved by the system, according to a Collins spokesman.

Mr. Rau indicated that Conley is considering other applications for tape magazine franchises "in various fields at this time."

Communications fare best in worker safety

Disabling injuries hit employes of the communications industry less frequently than those in other manufacturing groups in 1958, according to a report by the National Safety Council.

Workers employed by all NSC member companies were, in fact, hurt less often in 1957 but their injuries generally were slightly more severe. These and other data are reported in the council's newly-published statistical yearbook, *Accident Facts*.

Among 40 basic industry classifications, communications registered the lowest frequency rate—.97 disabling injuries per million man-hours, or a 3% drop from 1957. (Disabling injuries are those which incapacitate a worker for at least 24 hours, or result in permanent impairment.) Communications also ranked, for the third straight year, as the best in severity of injuries with an 85 (time charges in days per million man-hours). Ranking behind communications in low employe injury frequency rate were electrical equipment (1.76) and aircraft manufacturing (2.18). Service industries and electrical equipment were immediately behind in the severity rate.

• Technical topics

Semiconductor prices • Allied Radio Corp., Chicago, has published edition number five of its *Allied Semiconductor Directory*. It is a pricing guide to transistors, diodes and rectifiers produced by 16 leading domestic manufacturers. More than 2,100 types are in the book including the latest high speed switching, high current power, zener and diffused junction mesa types. Micro-diodes, variable capacitors and photo sensitive devices are also listed. Requests for the directory may be sent to the company at 100 N. Western Ave., Chicago 80.

Research for Magnavox • The Mag-

Geiger-Counter Radio • Kevin B. Sweeney, president of the Radio Advertising Bureau, points to the radiation dial on a new portable radio developed as an experimental security device for household use in case of nuclear attack. The Geiger counter, incorporated into a transistor portable, is one of 25 models turned out by RCA for the U.S. Atomic Energy Commission. RAB is showing the unit at Regional Management Conferences this month and next in eight cities around the country. The bureau will report to AEC on station managers' reaction to the defense unit. With the Geiger-counter radio, a family could measure bomb contamination in its immediate area and follow broadcast Civil Defense reports.

navox Co. (stereophonic high fidelity radio, tv sets), Fort Wayne, Ind., is constructing a $1.5 million research center in Torrance, Calif. Further plans call for facilities four times the size of this first structure with an outlay of more than $5 million on the 10-acre site.

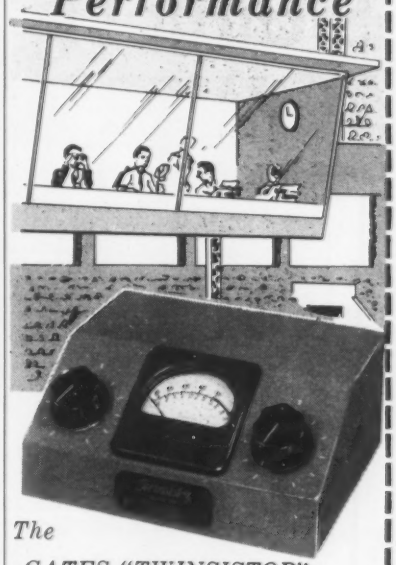
Tape duplicator • Magnetic Recording Industries, New York, now makes Model 10 MRIA, a tape duplicator that produces 150 copies in eight hours. Using the horizontal mandrel principle, it makes three high-speed duplicate copies simultaneously. Model 10 is designed for educational, studio and industrial applications. Operating at 30 ips Model 10 can duplicate 1,200 ft. of tape in 7½ minutes. Duplicate tapes over this length reportedly will not differ from the master by more than one inch. Price: $4,950.

New lavalier mike • American Microphone Manufacturing Co., Rockford, Ill., has introduced Model D-12, an omnidirectional lavalier mike. The instrument measures 3-25/32 inches in length, has a plastic alloy diaphragm for protection against wind blast, necktie clip and lavalier cord. Frequency response: 70 to 12,000 cps. Impedance: 50 ohms. Price: $59.50.

WNJR
negro radio for
metro new york

GATES

Transistorized for Superior Performance



The GATES "TWINSISTOR" Remote Amplifier

The only transistorized two-channel remote amplifier built today, the "TWINSISTOR" is widely known for its incomparable qualities. Efficient, long-life, temperature stabilized transistors, give the "TWINSISTOR" reliability never before attained. Handling is no problem; the "TWINSISTOR" is so light and small it can be easily carried by hand. Low current, long-life mercury batteries eliminate power lines. Operating at 10,000 cycle response, 78 db gain and 60 db noise reduction, response exceeds and distortion is less than most grade A telephone lines. Simple to operate, amplifier turns on when headphones are inserted in jack.

The "TWINSISTOR" comes with camera-type carrying case that holds amplifier, headphones, average microphone and cable.

"TWINSISTORS" are in stock . . . ready for your immediate delivery.

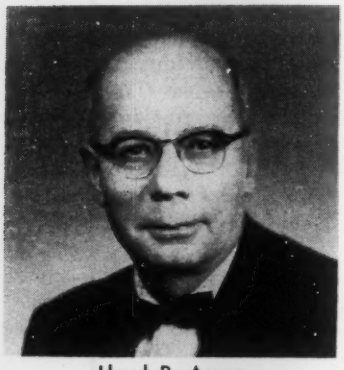
HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in:
NEW YORK, HOUSTON, WASHINGTON, D.C.
International division:
13 EAST 40th STREET, NEW YORK CITY
In Canada: CANADIAN MARCONI COMPANY

EXPERIENCED BROADCASTERS
Choose
Stainless TOWERS

John W. Boler, President
KXJB-TV
VALLEY CITY, N.D.



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California Studios enters programming

California Studios, for the past seven years a purely production facility, is embarking on a program of pilot production for tv network programming, owner Philip N. Krasne, announced last week. An initial budget of $800,000 has been earmarked for 16 pilot films scheduled for production during the next 12 months jointly by California Studios and other participants.

First participation arrangement has been signed with Bernard Girard, Emmy award winner, whose exclusive long-term agreement calls for him to create and develop new properties for pilot production. He will have a share in the ownership of eight properties, beginning with a half-hour melodramatic series tentatively titled *The Searchers*, now being cast, with production to start in Japan early next month. Mr. Girard wrote the pilot script which he will direct.

As part of its expanded operation, California Studios, has rescheduled production of *Rogue for Hire* starring Jerome Thor. In addition to the pilot which has been completed and is now being edited in Hollywood, three more pilots will be produced abroad: one in England, one in Europe and the third in Japan. Mr. Girard will direct the Japanese *Rogue* pilot when he completes *The Searchers*, probably in late October. Seton I. Miller, who created the *Rogue* format, will continue to participate in the series. Paul Mantz, precision pilot, also remains as technical advisor and supervisor of aerial photography.

Mr. Krasne is to be in New York this week for meetings in connection with other joint production ventures for California Studios.

NTA shuffles sales operations

National Telefilm Assoc. last week announced realignment of its sales operation resulting from the planned move of the company's headquarters from New York to Beverly Hills, Calif., the weekend of Sept. 25-28.

Under the new organizational structure, Harold Goldman, president of NTA International, will direct sales of feature films; first and subsequent film programs on a market-by-market basis and "living tape" presentations from the Beverly Hills headquarters. E. Jonny Graff, NTA vice president in Chicago, will move to New York where he will supervise station sales under Mr. Goldman. Marvin Lowe has been named acting head of NTA's Chicago office.

In New York, Michael M. Sillerman, president of NTA Program Sales, will be responsible for national network, regional and group stations sales of first-run half-hour programs. NTA Program Sales Vice Presidents Arthur Spirt and Walt Plant will make their headquarters in the company's New York and Los Angeles offices respectively, with the former heading up the regional and group station sales division in New York and the latter functioning in a similar capacity in Los Angeles.

NTA's move to Beverly Hills, disclosed several months ago, (BROADCASTING, July 13), is designed to integrate its activities with those of the parent company, National Theatres & Television Inc., which makes its headquarters on the West Coast.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Sept. 7-11, 14-16 (4-4:30 p.m..) **Truth or Consequences**, participating sponsorship.

Sept. 7, 14 (10-10:30 p.m.) **Arthur Murray Party**, Pharmaceuticals through Parkson Adv. and P. Lorillard through Lennen & Newell.

Sept. 8 (7:30-8 p.m.) **Northwest Passage**, sustaining.

Sept. 8 (8:30-9 p.m.) **Jimmy Rodgers Show**, Liggett & Myers through McCann-Erickson.

Sept. 9, 16 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather.

Sept. 9, 16 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

Sept. 10 (10:30-11 p.m.) **Masquerade Party**, Block Drug through Grey Adv.

Sept. 12 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking through Ted Bates.

Sept. 12 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

Sept. 12 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

Sept. 13 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

WGA strike threat

The screen branch of the Writers Guild of America, West, threatened independent motion picture studios with a strike Aug. 31, if satisfactory negotiation could not be reached. Among the issues was residual payments to writers of post-1958 films sold by the indies to tv and payment to writers in case of possible pay-tv arrangements. The Guild has authorized its board to call the strike at its discretion. Major studios are not currently involved in the dispute.

Program notes

Coast production arm • Bernard L. Schubert Inc., N. Y., has formed a Hollywood tv production unit in conjunction with Adrian Samish, formerly director of programming, MGM-TV. Properties in the works there: *David Harum,* starring Chill Wills, to be aimed for network sale; *David Harding, Counterspy,* 39 half-hour episodes starring Reed Hadley, planned for national syndication; *Alexander the Great,* based on *Saturday Evening Post* stories about earthworm tractor salesmen, for network sale, and *Interior Command,* created by Mr. Samish and J. Donald Wilson, co-owned by Schubert and dealing with the U.S. Dept. of the Interior.

New to old • WMAL-TV Washington starts a 28-week course for college credit on the Old Testament (Sat. 11 a.m.-noon) Sept. 19. Last year WMAL-TV telecast *The Life and Teaching of Jesus,* a course on the New Testament.

The non-sectarian series is produced by WMAL-TV, Council of Churches (National Capital area) and American U. Alternate views will be presented on points where there are serious differences of opinion. Study guides and registration forms to the course are obtainable from Educational Television Office, American U., Massachusetts and Nebraska Aves., N.W., Washington.

'Law' in Spanish • Fremantle International Inc., New York, has started releasing a Spanish-dubbed version of its syndicated series entitled *I'm the Law,* starring George Raft. Early buyers of the series are WKAQ-TV San Juan, P.R., and the CMQ Network in Cuba. A Portuguese version of the same series will be released this month, Fremantle reported.

MacGregor film • A pictorial, step-by-step history of the golf ball, "The Center of Attraction," has been produced as a 21-minute film by the MacGregor Co. for free tv and private showing, MacGregor announced week before last. The film was made at the U.S. Golf Assn.'s Golf House in New York and the MacGregor Cincinnati plant. The firm's offices: 4861 Spring Grove Ave., Cincinnati.

FATES & FORTUNES

Broadcast Advertising

• WILLIAM R. KELLETT, executive vp, and G. KENNETH CROWELL, vp and secretary, elected president and executive vp, respectively, of Kimberly-Clark Corp., Neenah, Wis., maker of Kleenex, Delsey toilet tissues and other products. JOHN R. KIMBERLY re-elected chairman of board and chief executive officer. LEWIS E. PHENNER and ANDREW G. SHARP elected senior vps; WILLIAM J. FRENCH named vp of sales for consumer products and WILLIAM W. CROSS, vp of sales for industrial products. ROGER A. BAIRD, assistant secretary, promoted to secretary.

• HARRY D. BARGER, vp and principal in Baker, Tilden, Bolgard & Barger (formerly Wherry, Baker & Tilden), Chicago, to Wilson & Co., that city, as advertising and sales promotion manager for both parent meat packing company and its subsidiary, Wilson Sporting Goods Co., effective Sept. 8.

MR. HORSTMYER

• KENNETH L. HORSTMYER, formerly product marketing manager of Franco-American Div. of Campbell Soup Co., Camden, N.J., joins Lennen & Newell, New York, as vp and account executive.

• ROBERT J. LYON, formerly director of advertising and related activities with American Medical Assoc., Chicago, to Ted Bates, N.Y., as account supervisor on Wallace Labs (division of Carter Products).

• ANDERSON F. HEWITT resigns as senior vp and member of executive committee at Kenyon & Eckhardt, N.Y., effective Oct. 1.

• LESTER A. WEINROTT, formerly creative consultant to Arthur Meyerhoff & Assoc., Chicago, appointed vp in charge of marketing at Reach, McClinton & Pershall, that city. He was also named to agency's plans board, headquartered in New York.

• FRED M. FARWELL, formerly executive vp of IT&T's U.S. Group operations, appointed to new post of vp, marketing, of RCA, N.Y.

• THOMAS W. CASEY, assistant to president of Gillette Safety Razor Co., Bos-

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For complete confidence in your remote coverage this fall, the "BIAMOTE" is an excellent choice. Lightweight and rugged, its performance and functional design are the finest to be found. With a full complement of equipment, a 4" illuminated VU meter is provided for quick, easy readings. Only 5" high, any broadcasting event can be viewed without obstruction. The cabinet is of strong light-weight steel finished in gray with etched aluminum dial plates. Two channeled, the "BIAMOTE" has 90 db gain with 15,000 cycle response and dual step attenuators used throughout.

Reliable under all conditions, the "BIAMOTE" is a stand-out among remote amplifiers.

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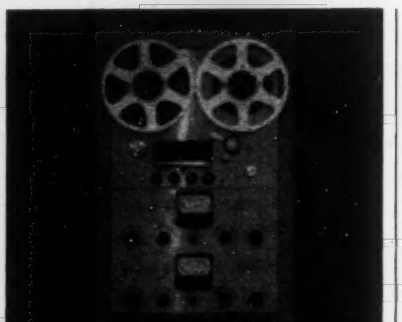

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ton, named new products manager. He is succeeded by ROBERT S. PERRY, vp and director of marketing research. PAUL M. CUENIN JR., assistant director of marketing research, assumes post of director.

• BEN J. PETERS, art director of Hutchins Adv., Rochester, N.Y., elected vp.

• SAMUEL C. KLORES, formerly vp of William Von Zehle, N.Y., to Wunderman, Ricotta & Kline, that city, as vp and account executive.

• BLAKE CHATFIELD, formerly manager of film promotion with NBC, L.A., joins tv program promotion department of Young & Rubicam.

• FRED BROGGER, for past five years with CBS-TV in production, cost analysis and continuity acceptance, joins tv department of Lennen and Newell, Beverly Hills, Calif., as program supervisor on *Adventures in Paradise*, *Johnny Ringo* and *Riverboat*.

• W. PEARSE CASEY, group advertising manager for beverages and dog foods, Post Div. of General Foods Corp., White Plains, N.Y., to GF's Birdseye Div., as assistant general manager for marketing.

• LUCY SOKOLE, copy supervisor at Young & Rubicam, N.Y., named head of tv casting department. MARY GREEN, member of casting department staff, named associate casting director. GRACE LURTON, copywriter at Y&R, N.Y., named copy supervisor.

• TENA CUMMINGS, formerly director of radio and tv for Sanders Adv., Dallas, appointed media director of Clarke, Dunagan & Huffhines, that city. GLORIA DANBOM, pr director of A. Harris & Co., Dallas department store, and BILL STURGEON, program director of KMAC San Antonio, Tex., join CD&H as copywriters.

• EMMET O'NEILL, director of marketing and member of board of Comet Rice Mills, Dallas, elected vp.

• RALPH ZEUTHEN, president of Zeuthen, Thomas and Hulbert, Minneapolis advertising agency, appointed program manager of "Live Better Electrically" program of Edison Electric Institute, N.Y. Mr. Zeuthen will head $2.5 million program previously known as "National Electric Living" with promotional efforts in tv and print media.

• JOHN M. ANDERSON, director of advertising and promotion, Tea Council of the U.S.A., N.Y., named executive director.

• EDWARD J. GRANT, maintenance product sales manager of S. C. Johnson & Son, Racine, Wis., maker of Johnson's Wax, promoted to service products sales manager.

• JOHN V. CHERVOKAS named copy director of Ray Barron Inc., Boston advertising agency.

• KEITH OKA, art director of Virgil A. Warren Adv., Spokane, Wash., to Showacre, Coons, Shotwell Adv., that city, in similar capacity.

• JOHN F. MCELHINNEY, formerly advertising and sales promotion director of R. G. LeTourneau, industrial and construction equipment manufacturer, named director of creative department of Craig & Webster Adv., Lubbock, Tex.

The Media

MR. SCHOEN

• ARNOLD F. (DOC) SCHOEN JR., executive vp of Cherry Broadcasting Co., owner of WDBO-AM-FM-TV Orlando, Fla., assumes active managership of that station succeeding HAROLD P. DANFORTH SR., who resigns but will continue to serve as administrative consultant. Mr. Schoen was previously manager of WPRO-AM-FM-TV Providence, R.I.

• ALLIN SLATE promoted from program director to general manager of KIEV Glendale, Calif., succeeding E. C. (CAL) CANNON, who resigns to enter another business.

• BILL GALVIN, program director of WSRO Marlboro, Mass., promoted to station manager. DICK BEACH, air personality, succeeds him.

• MRS. A. K. REDMOND, formerly general manager of WHP-AM-FM-TV Harrisburg, Pa., named vp of WHP Inc.

• W. F. (WES) WACHTEL, chief engineer and announcer with WKTF Warrenton, Va., named general manager, succeeding ROBERT J. GREINER, who resigns. Appointment was announced by Harry Wismer, president of WKTF Inc., and Dr. Fred J. Crescente, chairman of board.

• LARRY WHITE, formerly director of programming at Benton & Bowles, N. Y., to CBS-TV, that city, as director of daytime programs.

• MAL EWING, sales manager of KXLA Pasadena (now KRLA), appointed manager of KPRO Riverside and commercial manager of Imperial Broadcasting System, comprising KPRO, KROP Brawley, KREO Indio and KYOR Blythe, all California.

• GERALD O. JONES, national sales manager of KBUC Corona, Calif., appointed general manager of KASK-AM-FM Ontario, Calif. He succeeds ED JANSEN, who resigned to build station in Sparks, Nev.

MR. SIMONS

• JAMES F. SIMONS, general sales manager of KFWB Los Angeles, appointed acting general manager of WISK Minneapolis-St. Paul. Both are Crowell - Collier stations. (For sale of WISK see BROADCASTING, July 20, page 66.)

• NORMAN BAER, producer of MBS' *Walter Winchell Show* and *The World Today*, named director of Mutual's New York news bureau. He also continues as producer.

• RICHARD R. LEVY named sales manager of KXL Portland, Ore.

• BERTRAM BERMAN, director of daytime program development for CBS-TV, N.Y., transfers to network's Hollywood office, in similar capacity.

• LEE BRYANT, commercial manager of KARK-TV Little Rock, Ark., promoted to new post of director of sales of KARK-AM-TV.

• LEE ALLAN SMITH, commercial manager of WKY Oklahoma City, named assistant manager.

• BOB EARLY, formerly manager of KNCO Garden City, Kan., appointed sales manager of KOMY Watsonville, Calif.

• EUGENE A. ACKERLEY, formerly general manager of KCUB Tucson, Ariz., to KTAN, that city, as assistant manager in charge of sales and promotion.

• JACK B. PRINCE named assistant sales manager of WTAR Norfolk, Va.

• PAT MCCAUGHEY, air personality, named program director of WAQE Baltimore.

• GEORGE SINGER, formerly program director of KYA San Francisco, appointed national program director of Holiday Broadcasters Inc., owner of KMGM Albuquerque, N.M.

• MERLE BLOCK, formerly assistant promotion director of KAKE-TV Wichita, Kan., appointed promotion manager of KFI Los Angeles.

• PAUL RUHLE, formerly with WSIX Nashville, Tenn., appointed program director of WCAE Pittsburgh.

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MR. RILEY

• ROBERT M. RILEY, formerly national sales manager of WMBD-TV Peoria, Ill., named sales manager of KTHS Little Rock, Ark. Mr. Riley joined WMBD Radio in 1948 and was previously with KCKN Kansas City, Kan.

• WILLIAM T. CORRIGAN, manager of Washington, Bureau of CBS Newsfilm for past six years, appointed director of news with KNXT(TV) Los Angeles and CTPN. He succeeds SAM ZELMAN, now assistant to John Day, news director of CBS News, N.Y.

• BUD CURRY, news director of KOWH Omaha, named program director, succeeding DON MACKINNON who resigns to join KABC-AM-FM-TV Los Angeles.

• DON SHAUER, formerly with sales staff of *San Francisco Examiner*, joins Adam Young Co., station rep, S.F., as account executive. He succeeds DELL SIMPSON who transfers to St. Louis as firm's office manager there.

• WINS HOEHNER appointed program director of WABJ Adrian, Mich., succeeding PHIL DONAHUE, who resigns to join news staff of WHIO Dayton, Ohio.

• RUDY PAOLANGELI, formerly with WKBW Buffalo, to WAUB Auburn, both New York, as assistant manager.

• JAMES R. HOEL, previously sales manager of WTCN-TV Minneapolis-St. Paul, to staff of NBC Central Div. Tv Spot Sales in Chicago as account executive. He was formerly with The Katz Agency, station rep, in Chicago.

• DONOVAN HAISLET, account executive with KFMB San Diego, promoted to Los Angeles sales representative of Marietta Broadcasting Inc., comprised of KFMB-AM-TV and KERO-TV Bakersfield, Calif.

• RICHARD P. JONES, news director of KXLY-AM-TV Spokane, Wash., to WQTE Monroe, Mich., in similar capacity. EDDIE CHASE, formerly air personality with CKLW Detroit-Windsor, Ont., also joins WQTE.

• ROBERT CUTTING, formerly general manager of KLMO Longmont, Colo., and TOM WHITE, formerly sales manager of KMYR Denver (now KICN), named account executives of KOSI Denver.

• GARY NEILAN, formerly with WNAX Yankton, S. D., to WDAF-AM-TV Kansas City as associate farm director.

• BILL ELLIS, formerly with promotion department of WSPA-TV Spartanburg, to WLOS-TV Asheville, N. C.-Spartan-

GATES

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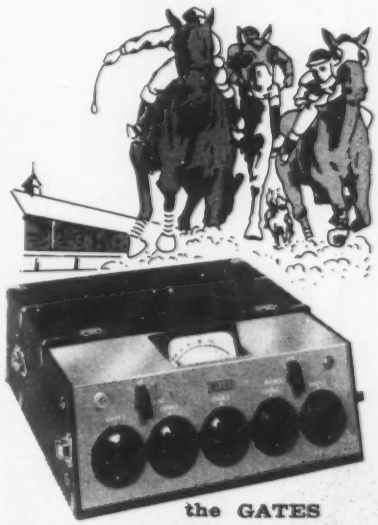

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A reliable tube type A.C. operated amplifier, the "DYNAMOTE" will handle four low impedance microphones of any type. A 4" hinged illuminated VU meter is provided giving instant eye-level readings and step type attenuators are used throughout. Printed wiring adds to reliability and compactness. At your option, automatic battery supply is available.

Symbolic of matchless performance in remote amplifiers, nothing has been sacrificed to put the "DYNAMOTE" in a class by itself.

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burg-Greenville, S. C., as promotion director. He succeeds JACK WINTERS, who moves to WLOS-TV's sister station WTVJ (TV) Miami, Fla., in sales promotion capacity.

• RAY CARNAY, mobile news director of WSAI Cincinnati, promoted to news director.

• SANDY JACKSON, air personality with KOIL Omaha, appointed production supervisor.

• ART FOLEY, formerly trade press editor for ABC, N.Y., to Biderman, Tolk & Assoc., that city, pr consultants, as account executive. He is succeeded by GEORGE F. HOOVER, who has been with ABC's press information department since April.

• N. GARY ECKARD, sales representative, in Washington home office of American Research Bureau, appointed midwestern regional account executive to handle Chicago office of station sales department.

• MAJ. GARLAND W. POWELL, 67, director emeritus and, since 1927, director of U. of Florida's WRUF Gainesville, died Aug. 29 in Jacksonville, Fla. Maj. Powell was father of National Flag Code and director of American Legion's National Americanism Commission.

• JUDITH LAWTON, director in charge of sales promotion, advertising and publicity with KFI Los Angeles, resigns.

• ROLLAND C. BOURBEAU, formerly merchandising district supervisor for NBC, covering southeastern and middle Atlantic states, named account executive with WCAO Baltimore.

• ALAN V. BICKLEY, newscaster with WKY-AM-TV Oklahoma City, to WFBM-TV Indianapolis in similar capacity.

• JUDY MARKS, air personality of WITI-TV Milwaukee, to WTMJ-AM-TV, that city, in similar capacity.

• WILLIAM COBEN, formerly station manager of KFKF Bellevue, Wash. to KNOB (FM) Long Beach, Calif., as account executive.

• WARREN GRAVES FUGITT, formerly consultant with U.S. Dept. of Defense, joins public relations staff of Gray and Rogers, Phila.

• SCOTTY DAY, formerly air personality with WWDC-AM-FM Washington, to KYA-AM-FM San Francisco in similar capacity.

• GAIL MCCOSH promoted from assistant supervisor to supervisor of continuity acceptance at NBC Central Div. and network's WNBQ (TV) and WMAG Chicago.

• DICK SHEPARD, formerly air personality with WCBS New York, to WABC, that city, in similar capacity.

• DEL RAYCEE, program manager of WPOP Hartford, Conn., assumes additional duties of air personality on new, all-night show, with advent of WPOP's 24-hour broadcast service.

• HUGH L. BROOKS, formerly with WTAE (TV) Pittsburgh, named to WBUR (FM) assistantship, wihle studying for Master's Degree at Boston U.

• BOB BENNETT joins WQAM Miami, Fla., as air personality.

• DON HEDGES joins KISN Portland-Vancouver, Wash., as account executive.

Programming

• STANLEY LEVEY, formerly sales executive with Television Programs of America, N. Y., which was acquired by Independent Television Corp. in September, 1958, appointed general sales manager of Arrow Productions (ITC sales and program counselling on re-run division), with Chicago headquarters.

• ROBERT H. HILL, vp of NTA in charge of west coast sales, with headquarters in San Francisco, moves to Hollywood as vp of California Studios, where his major function will be to coordinate production of tv filmed programs with needs of advertisers who may sponsor them either as network series or as national spot programs.

MR. MANULIS

• MARTIN MANULIS, executive head of production of 20th Century-Fox Television, will leave that post March 1, 1960, to become active in theatrical film production at studio, with plans to produce three top budget motion pictures within three years under his independent unit, Martin Manulis Productions Inc. He had intended to enter feature film production late last year when he left *Playhouse 90* to join 20th-Fox, but subsequently became production head of company's tv subsidiary. Before moving, Mr. Manulis is scheduled to create and prepare organization's film programming for 1960-61 season.

• NAT B. EISENBERG, formerly senior producer of NBC's Telesales, N.Y., to Elliot, Unger & Elliot, that city, (commercial production division of Screen Gems), as manager of video tape operations.

• EUGENE S. JONES, associate producer of NBC-TV's *Today* show, promoted to program manager. NORMAN KAHN, segment producer on NBC Radio network's *Monitor* program and PAUL J. CUNNINGHAM, managing editor of *Today*, named associate producers of that show.

• BILL GAUGHAN, formerly vp of Galbreath Pictures, Fort Wayne, Ind., and previously marketing consultant for The Magnavox Co., to Cincinnati office of Wilding Inc., film production firm, as account executive. He will cover Ohio, Indiana and Kentucky and represent all Wilding services, including tv commercials.

• RICHARD P. MORGAN, formerly vp in charge of administration and business affairs for ABC Films, N. Y., to CBS Films, that city, as assistant to director of business affairs.

• SHELDON NEMEYER, formerly sales manager at Audio Films, N. Y., to MGM-TV, that city, as director of industrial sales.

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NAB committees

Membership of two NAB standing committees for 1959-60 was announced last week by NAB President Harold E. Fellows.

ROBERT L. PRATT, KGGF Coffeyville, Kan., was named chairman of the new Radio Public Relations Committee. Other members are FRANK GAITHER, WSB Atlanta; SIMON GOLDMAN, WJTN Jamestown, N.Y.; BOYD KELLEY, KTRN Wichita Falls, Tex., and ROBERT J. MCANDREWS, KBIG Hollywood. All are NAB board members. The committee will meet Sept. 29 at NAB Washington headquarters.

BEN STROUSE, WWDC - FM Washington, was named chairman of the Fm Radio Committee. Other members are N. L. BENTSON, WLOL - FM Minneapolis; EVERETT L. DILLARD, WASH-FM Washington; RAYMOND S. GREEN, WFLN-FM Philadelphia; MICHAEL R. HANNA, WHCU-FM Ithaca, N.Y.; MERRILL LINDSAY, WSOY-FM Decatur, Ill.; RICHARD H. MASON, WPTF-FM Raleigh, N.C., and FRED RABELL, KITT (FM) San Diego, Calif.

• JOHN ERCOLE, formerly with Peter Elgar Production, N. Y., joins Transfilm, N. Y., as director of photography.

• JIM STANLEY, formerly director of radio-tv publicity at Creative PR, Inc. (public relations division of Anderson & Cairns), N.Y., to Broadcasters Information Bureau, that city, as director. BIB (service of Public Relations Aids Inc.) produces and distributes program features to special-interest radio-tv shows.

• BOB HOLT, for past three months with television publicity department of Warner Bros., Burbank, Calif. to California Studios, Hollywood, tv production company, as public relations director.

• JERRY BRISKIN, formerly with James L. Saphier agency, L.A., to Screen Gems, that city, as producer of *Manhunt* tv series.

• RICHARD GOODE, director and program developer of several CBS and NBC tv series, including Lux, Matinee and Kraft shows, to department of radio and television of United Presbyterian Church in the U.S.A., in charge of tv programming.

• GEOFFREY F. RACINE, administrator of operations for subsidiaries, of Capitol Records Inc., Hollywood, elected vp of Capitol Record Club. STEPHEN H. STROHMAN, acting operations manager of Capitol Records Distributing Corp., elected vp.

• BOB GALLION, air personality with WABB Mobile, Ala., joins sales promotion staff of Acuff-Rose Artists Corp., Nashville, Tenn.

• J. BURGI CONTNER, 25-year veteran of tv and theatrical cinema cinematography, whose most recent tv film series credit was *Naked City*, joins Robert Lawrence Productions, N. Y., as director of photography.

• CHUCK BARCLAY, formerly sales manager of Gold Swan, N. Y., (jingle writing firm), to The Jingle Workshop, that city, in similar capacity.

Equipment & Engineering

• ZAMBRY P. GIDDENS, formerly assistant to president of Servo Corp. of America, New Hyde Park, N. Y., and executive vp of Electronic Switch and Signal Co. (SCA subsidiary), joins Dynamics Corp. of America, N.Y., as executive vp.

MR. GIDDENS

MR. MCNAUGHTEN

• NEAL K. MCNAUGHTEN, manager of Ampex Corp.'s Professional Products Div., Redwood City, Calif., appointed vp of company. Board also elevated three other Ampex executives to vice presidential status: JOHN JIPP, manager, Instrumentation Div.; HERBERT L. BROWN, manager, Ampex Audio; WALTER T. SELSTED, director of research, and JOHN M. LESLIE JR., manager, Orr Industries, Ampex tape manufacturing subsidiary.

• RUSS MALLOY, executive director of Bel Canto Stereophonic Recordings Inc., producer of stereo tapes and discs, named president. Bel Canto has been acquired by Thompson Ramo Woolridge Inc., L.A., electronics research, development and manufacturing firm.

• H. RANDOLPH MADDOX, personnel vp of American Telephone & Telegraph Co., N.Y., since Jan. 1954, resigns, effective Dec. 31. He is succeeded by SANFORD B. COUSINS, vp, pr. JAMES W. COOK, marketing vp, assumes vp, pr post.

• CARL E. BARRIE, sales engineer in General Electric's Boston apparatus

Only PRESTO makes the famous PRESTO MASTER, the ultimate in disc-recording surfaces. Only PRESTO, alone among manufacturers, handles every intricate step in the production of its discs. Those flaws and flecks that are waiting to hex your recording sessions can't get past the skilled eyes of PRESTO's inspectors. Why settle for discs that aren't PRESTO-perfect?

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Since 1934 the world's most carefully made recording discs and equipment.

sales office, named district sales manager of new office of GE's Power Tube Dept. in that area at 701 Washington St., Newtonville, Mass. JACK HEIDENREICH, specialty component sales engineer for aviation and defense industry sales, appointed district manager of new power tube office in Dayton, Ohio, at 2600 Far Hills Ave. ALFRED F. KENDRICK and HENRY L. TATE named sales managers in Los Angeles and Clifton, N.J., offices, respectively.

• ROGER A. SWANSON, product sales specialist with semiconductor division of Sylvania Electric Products Inc., Woburn, Mass., named to new post of product sales manager — microwave diodes.

• CHESTER F. FAISON appointed southwestern sales engineer of Prodelin Inc., Kearney, N.J., manufacturer of rf antennae and transmission line systems.

• THOMAS M. LINVILLE, manager of research operation department of General Electric Research Lab, Schenectady, N.Y., named member of National Research Council.

• COL. BERNT BALCHEN U.S.A.F. (Ret.) joins planning and requirement staff of General Precision Lab, Pleasantville, N.Y.

International

• BOB BAMBURY, formerly of CJCB Sydney, named acting production manager of CJCH Halifax, both Nova Scotia. GERRY PARSONS, formerly of CHNS, that city, appointed program director of CJCH.

• F. K. CAMPBELL named chief timebuyer of MacLaren Adv. Ltd., Toronto, Ont.

• GEORGE DAVIES, formerly program director and broadcast manager of CJOB Winnipeg, appointed assistant manager of CKGM Toronto, slated to go on air in October. Other CKGM appointments: WALTER WALSH, fashion photographer, to promotion and merchandising department; PATRICIA DRIVER, formerly assistant to chief news editor, CBC Winnipeg, joins production department; DON WALL, formerly with sales division of Radio Representatives in similar capacity, and SANDRA GRAVES, formerly with creative department of NBC, N.Y., to creative and production staff.

• CHARLES A. BURTON named executive vp of Bureau of Broadcast Measurement, Toronto, succeeding CHARLES C. HOFFMAN who joins Encyclopaedia Britannica's Canadian office.

• WILLIAM GILLIS, sales representative of CFOR Orillia, Ont., to similar position with CKCO-TV Kitchener, Ont. DON SCOTT, formerly of CKSL London, Ont., joins sales staff of CKCO-TV.

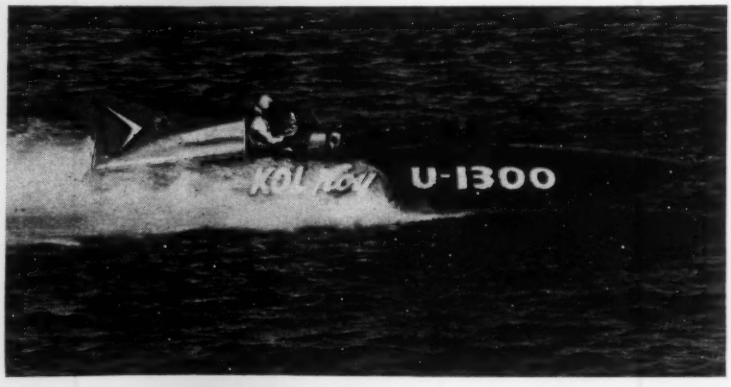
• MIKE MCMAHON, announcer of CJCS Stratford, to CHEX Peterborough, both Ontario, in similar capacity.

• PETER MAZEIKIS named announcer with CKGB Timmins, Ont. JIM PRINCE, newscaster of CJNR Blind River, Ont., also joins CKGB.

• MARJORIE LUNDIN, music director of WUOM (FM) Ann Arbor, U. of Michigan station, granted year's leave to serve as producer for International Service of Radio Sweden, preparing programs of Swedish music and culture to be broadcast in U.S.

• FRANK A. MCCALL, formerly regional manager of RCA International in Latin America, appointed sales manager of consumer products in Europe, and Near and Far East, with Motorola's international operations.

FANFARE



Off to win listeners • KOL Seattle has entered into a project which its management calls "listener activity integration." This imposing phrase means that the station is playing an active part in the activities which interest a large segment of the local population, whether listeners or not.

In Seattle hydroplane racing dominates the hearts and minds of local citizenry throughout the summer and long after the winter rains begin. KOL's listener integration naturally caused the station to take an active part in this popular pastime.

KOL made a financial deal with Seattle hydrobuilder and driver Bob Gilliam to sponsor two boats, "KOL-roy" and "KOL-roy Too." The fact that all other competing media in the Seattle market cover the hydroplane races leading to the Gold Cup race convinced the KOL officials that they had made a sound investment.

Radio's ups 'n' downs

In recent weeks, radio stations around the country have resorted to the heights and depths in their promotional stunts.

In Las Vegas, KENO went to the depths of the Twin Lakes Lodge swimming pool, where its announcers broadcast from a U.S. Navy deep sea diving unit. The station claims the 48-hour, 15-minute period of underwater broadcasting sets a new "world's record."

KISN Portland-Vancouver, Wash., d.j. Jim Tate finally descended from his perch 40 feet above the Oregon Centennial Exposition in Portland, to greet the millionth visitor to the exposition. Three weeks earlier he climbed to his cage, promising not to come down until the 1-million attendance figure was reached.

In Houston, Tex., and Omaha, Neb., automobiles hoisted into the air by cranes provided broadcast studios.

KOIL Omaha announcer Jim Hummel is airborne in an air-conditioned station wagon 50 feet above average terrain. Attempting to dramatize the seriousness of the traffc fatality toll in Nebraska, which is 10 ahead of last year, "Space Man" Hummel will not

come back to earth from "KOIL Komet" until this year's fatalities are less than last year's.

In Houston, KRCT was on the air, in the air for a two-day period to promote the opening of an automobile dealership in suburban Pasadena, with programming conducted from the rear of a truck hanging from a crane, 40 feet in the air.

Comic page ads

WRCV Philadelphia has deserted the radio-tv pages of local newspapers for the comic pages in its promotional advertising efforts. Done in comic-strip style, the ads feature WRCV's slogan, "The Whole Family Listens to 1060."

William J. Stevenson, advertising and promotion director, commented that surveys show the typical listener sets his dial at a single station and seldom changes it. He said, "That means we have to promote overall programming . . . we promote our 1060 call letters just as a retail store promotes its address."

Mr. Stevenson said WRCV picked the comic page because of the tremendous lineage used by tv stations' ads on the radio-tv pages, and because of the comic pages' high readership.

Listening recipe

Favorite recipes of the stars—from Ray Anthony to Efrem Zimbalist Jr.—make up a booklet, "Cook with the Stars," which is being distributed by KMPC Los Angeles. Compiled by KMPC disc jockey Ira Cook (whose hobby, appropriately, is cooking and collecting recipes), the booklet contains the favorite foods of 33 stars. In addition, the center spread is devoted to the recipe that makes "KMPC delectable fare, too." Directions include: "Take a dollop of direct, exclusive news . . . flavor with only the freshest local news . . . splash with exciting sportscasts . . . stir with humor and sprinkle with stars [and] serve—to everyone—by tuning 710 on your radio dial."

Theatre pajama party

More than 2,000 Bostonians braved the August heat wave to attend a theatre party in their pajamas. The occasion was the opening night performance of the musical hit "Pajama Game" at a Framingham, Mass., tent theatre. The p.j. clad audience was guest of WBZ Boston at the "World's Largest Pajama Party."

The wearer of the most unusual "evening clothes" received a mattress and box spring set for his creation.

During intermission a fashion show, featuring the latest pajama styles from the world's fashion centers were paraded by local models and WBZ disc jockeys.

PAJAMA MUSTER
WBZ's Dave Maynard checks attire

Usherettes, members of the orchestra, and even stage hands, also wore pajamas.

Prior to the party, two models in baby doll pajamas visited Boston ad agencies with personal invitations for executive and staff members. The invitations, in the form of pajamas and with a pajama string attached, read: "Here is a pajama string. You'll have to wear your own pajamas to the World's Largest Pajama Party as guest of WBZ."

• Drumbeats

Gold in them hills • A brochure prepared by the radio division of Avery-Knodel, station representative, underscores the continuous growth of the western area covered by the Intermountain Network, citing statistics on population, income and retail sales. The report utilizes a Pulse survey to bolster its claim that the Intermountain Network has achieved audience leadership in 38 out of the 45 radio markets covered by the regional network. Copies of the brochure are available from Avery-Knodel at 720 Fifth Ave., New York, 19, N.Y.

Lucky eleven • Lady Luck smiled on the Green Bay, Wis., area last week. A vigorous campaign in all media heralded the change in call letters of WMBV-TV to WLUK-TV. The station was personified by "Lady Luck," a cartoon character described by her admirers as "a combination of cuteness and sex appeal." Slogan of the campaign was "You gotta' have LUK." WLUK-TV operates on ch. 11—as dice-players would say, "a natural." Agency for advertising and promotion was Advertising Inc., Milwaukee.

Black gold • Several KDKA Pittsburgh, listeners "struck oil" when the station observed the oil industry's 100th birthday, Aug. 27. Twelve listeners during the day received certificates awarding them 100 gallons of gasoline. Over 20,000 post cards were received from listeners hopeful of winning the motor fuel. Twelve different oil companies were represented.

Bag collectors • In a campaign to rid homes of death dealing plastic bags, KICN Denver has received over 15,000 discarded bags from its listeners. To stimulate the safety effort, the station offers a free record from its current "top 50" list for each five bags brought to its studios.

New do-it-yourself kit • A build-your-own fallout shelter, sponsored by WFYI Mineola-Garden City, N.Y., was opened for inspection at Roosevelt Field, the Long Island shopping center where WFYI's studios are located. Built according to Civil Defense specifications, the shelter is designed to fit in a corner of the average basement. It costs $150-200.

Howdy pardner • KURL Billings, Mont., which commenced operation last month, posted a 3-column, 12-inch long "thank you" to KOOK there in a local newspaper after KOOK had broadcast a warm welcome to the new station.

Sister stations co-sponsor • KLZ-TV Denver and WTCN-TV Minneapolis, both Time Inc. outlets, underwrote the appearance of Denver's Blue Knights drum and bugle corps when it played at the American Legion convention in the Twin Cities.

Oldies a sellout • KMLB Monroe, La., celebrated its 30th anniversary by playing 78 rpm records dating as far back as 1930. A mystery disc was played each half hour during the day. It was presented to the first listener who phoned in the name of the artist. KLMB was sold out for the day by sponsors that were in business when it went on air in 1930.

Gold rush • KRON-TV San Francisco made the first of its annual "Golden Pick" awards to the Peters, Griffin, Woodward Colonel, who does the fanciest job of prospecting sales for the station, to Otis Williams, account executive of PGW's New York office. He was presented with a plaque bearing a small golden pick and a citation making him a member of the Ancient Order of '49ers, a "Miner—over 21" and an honorary citizen of the historic territory of San Francisco.

Oregon bean blast • Bean pickers had a field day in the Pacific Northwest

when KPLK Dallas, Ore., held the "First Annual International Blue Lake Bean Picking Contest." From hundreds of bean fields in the area, pickers converged on the contest to vie for cash prizes and trophies. Mrs. Pat Voight of Salem, Ore. picked her way to the $300 first prize.

Auto fashion show • The news department of WWVA-AM-FM Wheeling, W. Va., will present, for the fifth consecutive year, a salute to new cars on *The Automobile Show of the Air*. Each program will feature a different make as it is introduced to the public, with regional and district managers from the Pittsburgh district describing the features, style and performance of their new models. Complete promotion packages are supplied to each dealer by the station. Show is presented as public relations and public service activity.

The Arthur Club • President Arthur Hull Hayes of CBS Radio shows a poster heralding Arthur Godfrey's return to network radio Sept. 28. Fans throughout the country are signing them. Signatures are to be forwarded to the star as he resumes *Arthur Godfrey Time* on CBS (Mon.-Fri., 9:05-10 a.m.).

Safety quiz • In a two-week safety contest, WNBH New Bedford, Mass., proved its listeners know their state's motor vehicle laws, but held widely divergent views on the national number of disabling injuries over a two-and-a-half year period. Guesses ranged from 700 to 16 million. The answer, according to the National Safety Council, 3.35 million. In a telephone quiz on state motor vehicle laws, 100% correct answers were received. $15,000 worth of prizes were distributed in the campaign.

Polio clinic • KQV Pittsburgh, sponsored a five-day Polio Shot Clinic in cooperation with the local public health department. An estimated 10,000 persons took advantage of 50¢ polio shots after hearing of their availability through KQV's energetic spot campaign.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

August 27 through September 1. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Existing TV Stations

CALL LETTERS ASSIGNED

KLYD-TV Bakersfield, Calif.—Kern County Bcstg. Co. Changed from KICU (TV).

KXGO-TV Fargo, N.D. — North Dakota Bcstg. Inc.

WBEY-TV Escanaba, Mich. — Norbertine Fathers.

KNDO (TV) Yakima, Wash. — Yakima Valley Television Co.

Existing Am Stations

APPLICATIONS

WJBB Haleyville, Ala. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Aug. 25.

WNLK Norwalk, Conn. — Cp to increase daytime power from 500 w to 1 kw and install new trans. (1350 kc). Ann. Aug. 25.

WBRD Bradenton, Fla. — Cp to change hours of operation from daytime to unl., using power of 1 kw and change from employing DA-D to DA-2 (1420 kc). Ann. Aug. 28.

WBIW Bedford, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Aug. 28.

WJBK Detroit, Mich. — Cp to increase daytime power from 10 kw to 50 kw; install new trans. and make changes in DA system (1500 kc). Ann. Aug. 25.

KCLV Clovis, N.M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Aug. 25.

WCVI Connellsville, Pa.—Cp. to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Aug. 28.

WMPT South Williamsport, Pa. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Aug. 25.

WMYB Myrtle Beach, S.C.—Cp to change frequency from 1450 kc to 1480 kc; increase power from 250 w, unl., to 1 kw, N and 5 kw, D; install DA-N and new trans. and change ant.-trans. and studio location. Ann. Aug. 25.

WHLP Centerville, Tenn.—Cp to change ant.-trans., studio and station location from Centerville, Tenn., to Nashville, Tenn., install new trans., make changes in ant. (decrease height) and ground system (1570 kc). Ann. Aug. 25.

Existing Am Stations

CALL LETTERS ASSIGNED

KBRI Brinkley, Ark.—Tri-County Bcstg. Co. Erroneously listed in Aug. 24 edition as Brinkley, Ariz.

KDXE North Little Rock, Ark.—Arkansas Valley Bcstg. Co. Changed from KNLR.

KRLA Pasadena, Calif.—Eleven Ten Bcstg. Corp. Changed from KXLA.

WOWY Clewiston, Fla. — Peoples Bcstg. Service.

WRMS Beardstown, Ill. — Beardstown Bcstg. Co.

KFRA Franklin, La.—Lionel B. De Ville.

WKTJ Farmington-West Farmington, Me.—Franklin Bcstg. Corp.

KBUB Sparks, Nev.—Lakeside Bcstrs.

WWOW Conneaut, Ohio—Louis W. Skelly.

KBUY Amarillo, Tex. — Bcstrs. Ltd. Changed from KAMQ.

KKAS Silsbee, Tex. — Hardin County Bcstg. Ltd.

WBUC Buckhannon, W.Va.—Upshur County Bcstg. Co.

WMNT Manati, P.R.—Arecibo Bcstg. Inc.

New Fm Stations

APPLICATIONS

Dallas, Tex.—The McLendon Corp. 98.7 mc, 16.5 kw. P.O. address 2104 Jackson St., Dallas, Tex. Estimated construction cost $33,000, first year operating cost $15,000, revenue $15,000. Applicant is owner of KLIF Dallas. Ann. Aug. 31.

Aurora, Ill.—Russell G. Salter 92.1 mc, 1 kw. P.O. address 914 S. Catherine Ave., LaGrange, Ill. Estimated construction cost $36,650, first year operating cost $20,000, revenue $28,000. Applicant is sole owner of WBEL Beloit, Wis. Ann. Aug. 31.

Santa Barbara, Calif.—KDB Bcstg. Co. 93.7 mc, 5 kw. P.O. address Radio Square, Santa Barbara, Calif. Estimated construction cost $8,000, first year operating cost $1,000, revenue none. Applicants are **Lucie Menard** and **Rube Goldwater**, co-owners of KDB Santa Barbara. Ann. Aug. 31.

Mt. Carmel, Ill.—Albert A. Barnhard 94.9 mc, 3.28 kw. P.O. address 316 Market St., Mt. Carmel, Ill. Estimated construction cost $25,600, first year operating cost $50,250, rev-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through September 1

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,350	61	103	712
FM	593	45	150	81
TV	468[1]	53	103	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through August 26

	VHF	UHF	TOTAL
Commercial	441	80	521[2]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31, 1959

	AM	FM	TV
Licensed (all on air)	3,334	585	468[1]
CPs on air (new stations)	54	43	53[2]
CPs not on air (new stations)	125	160	100
Total authorized stations	3,513	788	669
Applications for new stations (not in hearing)	476	42	54
Applications for new stations (in hearing)	202	27	68
Total applications for new stations	678	69	122
Applications for major changes (not in hearing)	615	28	38
Applications for major changes (in hearing)	112	5	16
Total applications for major changes	727	33	54
Licenses deleted	2	0	0
CPs deleted	1	1	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

enue $50,250. Mr. Barnhard is lawyer. Ann. Aug. 31.

Portland, Ore. — Wm. B & Cathryn C. Murphy 93.9 mc, 3 kw. P.O. address Box 1483 Portland, Ore. Estimated construction cost $4,800, first year operating cost $12,000, revenue $18,000. Mr. and Mrs. Murphy are co-managers of KPVA Camas, Wash. Ann. Aug. 31.

Coachella, Calif.—Coachella Valley Bcstg. Co. 93.7 mc, 25 kw. P.O. address 1694 Sixth St., Coachella, Calif. Estimated construction cost $16,550, first year operating cost $15,425, revenue $16,000. Sole owner is **Edward W. Gorges.** Ann. Aug. 27.

Red Bank, N.J.—Frank H. Accorsi 106.3 mc, 1 kw. P.O. address 7 Broad St., Red Bank, N.J. Estimated construction cost not available, first year operating cost $26,000, revenue $29,000. Mr. Accorsi, sole owner, is in recording and program production business. Ann. Aug. 27.

Existing Fm Stations

CALL LETTERS ASSIGNED

KREN (FM) Fresno, Calif. — Elbert H. Dean and Richard E. Newman

KBBM (FM) Hayward, Calif.—Bay Shore Bcstg. Co.

*WMTH (FM) Park Ridge, Ill.—Maine Township High School.

WJWK (FM) Terre Haute, Ind.—William John Kulinski.

WMRT (FM) Lansing, Mich.—Herbert T. Graham.

KADI (FM) St. Louis, Mo.—KADY Inc.

Ownership Changes

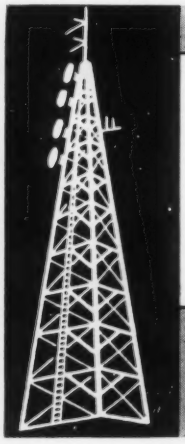
APPLICATIONS

KNOG Nogales, Ariz.—Seeks assignment of license from **Carleton W. Morris** to **Robert Baltrano** (49%) and **Lloyd Burlingham** (51%) for $40,000. Mr. Baltrano is editor of traveling magazine. Mr. Burlingham owns KCVR Lodi, Calif. Ann. Aug. 28.

KASK-AM-FM Ontario, Calif.—Seeks assignment of license from **Jerene Appleby Harnish** (51%), **Andrew B. Appleby** (22%), **Walter W. Axley** (5%), **James Quay House** (3%), **Philip A. Sawyer** (2%) and others. d/b/a **The Daily Report Co.** to same principals except **Mr. House** who sold his 3% interest to **Mr. Sawyer** (5%) for $29,381. Ann. Aug. 28.

KCJH San Luis Obispo, Calif.—Seeks assignment of license from **Christina M. Jacobson** ⅔ interest and **Leslie H. Hacker** ⅓ interest d/b/a **The Valley Electric Co.** to **Christina M. Jacobson** and **Leslie H. Hack-**

Continued on Page 102



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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager with proven sales ability for California station. Must have record of longevity and good references from former employers. Box 387P, BROADCASTING.

Southern Michigan station is looking for young man to groom for management. Should be experienced announcer-salesman. Box 453P, BROADCASTING.

Experienced manager can buy 49% of established money making small market Carolina station for $5000 down. Balance can be earned from profits. Good background a must. Box 457P, BROADCASTING.

Sales

. . . the reason this ad isn't under management is because at our 4 metropolitan southern independent stations, we adhere to a policy of promoting from within. We're going to need 3 more managers in the next 3 years. We've built 4 tremendously successful stations—either No. 1 or No. 2 audience rated. We think you'd expect someone to prove himself in sales first before you promoted them—just as we do. Once you become a manager—possibly in 2 years—it's a lifetime job. Perhaps we're looking for each other. Why don't you send your resume, a late photograph and your philosophy of radio tonight to Box 571M, BROADCASTING.

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

$150-$200 weekly commissions with organization that has sold over 400 successful community booster campaigns for leading stations in every city of U.S. Campaign manager $12,000-$15,000 annually. Wives free to travel and capable of writing copy, office detail etc., $75-$80 weekly. Working now in Ohio, N.Y., and Penna. Write Box 330P, BROADCASTING.

Experienced fm sales staff needed immediately by one of nation's pioneer broadcasters in midwest market of million population for fm operation soon to hit air. FM field fertile. Excellent opportunities. Unique programming such as stereo-spectaculars, etc. Elaborate promotional support. All replies confidential. Box 352P, BROADCASTING.

Salesman—Western Pennsylvania independent. Better than $6,000 a year guarantee. Good man should build to $10,000 and more. Complete details to Box 367P, BROADCASTING.

Sales representative wanted to sell class dj show in New York City market. Top commission. Box 438P, BROADCASTING.

Time salesman experienced. Local station. Draw plus car expense. Opportunity for sales managership. Write Box 472P, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

California: Sales/announcer KIKK, Bakersfield, 910 Chester Ave., Bakersfield, Calif.

Connecticut. Sales representatives. 1000 watt independent. Salary plus draw. WBZY, Torrington.

Security, good opportunity, creative self starter as second salesman in 2 station market over 100,000. Tom Talbot, Manager, WJJL, Niagara Falls, N.Y.

Excellent opportunity for radio times salesman with announcing experience. Perfect set-up for man willing to work. Base salary plus commissions. WLTC, Gastonia, N.C.

Help Wanted—Sales

Excellent opportunity for good salesman. Some announcing if capable. Good living and working conditions with rapid advancement opportunity. Starting salary $100. Write Jimmy Childress, Box 1114, Sylva, North Carolina.

If you have sales ability and are looking for a good income and security, contact Bob Howard at WPGC, Washington 19, D.C. This high-rated 10,000 watt station is easy to sell and really pays off for clients. 2 salesmen will be hired on a draw-commission basis. Write or phone JOrdan 8-6677.

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Announcer or salesman with first ticket. Will train ambitious beginner in hard working station in Michigan. Send tape, picture and resume. Box 298P, BROADCASTING.

Wanted: An experienced "morning man", who doesn't rely on tricks or stunts, to do a steady, service type show. Not a "top 40" operation. Must read with intelligence and have an easy to take personality. New England. Box 343P, BROADCASTING.

Announcer-dj. Must have good knowledge of standard and pop good music. No r&r, r&b, c&w or top 40. Must have mature voice and delivery for solid air salesmanship. Program own show, some news. Daytimes, 1 kw, serving metropolitan market in north-central Kentucky. Send resume, tape, and recent photo. State previous earnings. Box 350P, BROADCASTING.

New daytimer in upstate New York to be airbourne October 15 needs 4 announcers including one or two with 1st ticket. Send tape, resume, and salary requirement to Box 422P, BROADCASTING.

Personality top 40 dj with ideas. To live and work in the sunshine state. Must be bright sounding and aggressive. No floaters. Terrific boating, swimming, fishing and best working conditions with new operation. Tape, photo and resume. Box 428P, BROADCASTING.

Announcer for leading midwest fine arts radio station. Should be familiar with foreign language pronunciation and classical music. Send tape and biographical data to Box 434P, BROADCASTING.

Experienced morning man for new Vermont independent. Immediate opening. Salary dependent upon experience and ability. Send resume, tape, photo, salary requirements. Box 437P, BROADCASTING.

1st phone announcer, must be top air salesman. Needed immediately for central Illinois station. No maintenance. Start $125.00 per week. Send full details and tape. Box 439P, BROADCASTING.

Eastern first ten major market independent pop music station offers terrific challenge for top dj to become nationally known. If you're exciting, enthusiastic and plenty savvy, rush your tape now. If you think you're ready, if you know you're really good . . . one of America's first ten major markets awaits you. Box 443P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Eastern Pa. needs morning man. Good salary. Profit sharing. Top potential. Send tape. Box 449P, BROADCASTING.

New Jersey, News-man announcer, experienced. Here's your opportunity to live in suburban New York. Send resume, tape. Box 452P, BROADCASTING.

Announcer, experienced only for top morning show. Also available to work in as program director. Must be good. Salary on ability. Send tape, resume, salary expected. Box 465P, BROADCASTING.

Swinging pop music station western New York state needs two personality deejays in a hurry. If you're good and not a drifter, send tape, photo and resume. Box 469P, BROADCASTING.

Straight staff announcer. Mature, cooperative, congenial, sober and willing to follow straight format. Tape, resume, salary first letter—Ralph Hooks, KDLA, DeRidder, Louisiana.

Have permanent position available immediately for announcer with good background in announcing production and sales. Send audition tape, resume and photo to Jack Hinman, KPRK, Livingston, Montana.

Looking for a new staff. Announcers, engineers, sales, combos. Immediate opening. Good pay. Experienced. 1000 watt daytimer. Now under new owner and management. Contact Jim Risner, Radio Station KRMS, Osage Beach, Missouri, Fireside 8-2411.

Combo-staff announcer with first class ticket. No maintenance. Contact G. C. Packard, KTRC, Sante Fe, New Mexico.

New Mexico five kilowatter needs morning man for music and news format. Send tape, salary requirements and resume to KWEW, Box 787, Hobbs, New Mexico.

Texans: Oklahomans: Modern music and news fulltimer wants program director for position with unusual benefits and advantages. Must hire and supervise deejays and newsman handle format, creative, clever production work, breaks, etc. Rush tape, complete resume and salary requirements today to KWON, Bartlesville, Oklahoma.

Announcer-copywriter. Send complete resume and tape first letter. WCHI, Chillicothe, Ohio.

Announcer salesman for Michigan station. Good opportunity. M. Wirth, WHMI, Howell, Michigan.

Wanted immediately, 2 experienced announcers with or without first class ticket. Good ticket. Good salary. One must know rock and roll. Phone or wire WHNC, Henderson, N.C. No collect calls.

Announcer-salesman: Do you have the ability and ideas to produce commercials You can sell? Do you want to keep your "hand in" announcing and board work 10-15 hours per week? Hundreds of prospects in very fast growing Charlottesville, Virginia. Send tape, pic and history to Don Heyne, WINA am and fm.

Number one station on Florida's Gold Coast has opening for young experienced top 40 dj. Send aircheck and resume. WIRK, West Palm Beach, Florida.

Wanted: An all around announcer for WGGO, Salamanca. Send audition tapes, resume, and salary requirements to George Pfleeger, Program Director, c/o WJTN, Jamestown, New York.

Help Wanted—(Cont'd)

Announcers

Real swinger, WHOT serving a million from nation's 33rd and very hep market; has opening for fast paced modern music dj. Top salary for top talent, no second stringers please! Plenty of opportunity to expand to top 10 market with Golden Triangle Group. WHOT/WRED Youngstown, Ohio, WJET, Erie, Pa., WEEP, Pittsburgh, Pa. Rush tape to Myron Jones c/o WJET, Erie, Pa. No phone calls please.

Announcer wanted with first phone, and top forty operation experience for number one night time show at WLOF, Orlando, Florida. Immediate position, top money if you are the right man. Rush tape and background resume to WLOF, Orlando, Florida.

Wanted! An announcer looking for a top calibre community station. New modern air-conditioned facilities. Outstanding hunting, fishing and boating area. Rush tape and resume or phone WPNC, Plymouth, North Carolina. SWan 3-4104.

Immediately, announcer previous station experience. WVOS, Liberty, New York.

Number one independent formula station in Denver now auditioning for all night dj. Only experienced format men need apply. Interested in young, good looking, live personality. Send tape, resume, and picture immediately to P.O. Box 1408, Denver 14, Colorado. Night man never had it so good.

Control board operator. General studios work. Duties include among other tasks, control board operations, keep transmitter programs logged. Index file records, announce station breaks, programs, weather and shut-up. Split shift, 42 hours, $50 to start. Send taped name, weather, one commercial only. Written resume, age, picture, education, true name, former employers. Box 898, Atlantic City, New Jersey.

Announcers, experienced. Openings now near New York, Eastern markets and elsewhere. Send tape and resume to: Disk Jockey Placement Center, 100 West 42nd St., New York 36, N.Y.

First phone-announcer. Light maintenance. 1 kw daytimer. 1 year minimum experience. Salary open. Must be married, under 35, reliable and capable. This is a chief's position for right man. Send details with tape of air work or call Weston, W. Va., 1555. Mgr. Ed Doyle.

Technical

Experienced engineer announcer directionals am fm maintenance. Box 450P, BROADCASTING.

California: Chief engineer/announcer capable of putting new station on air—reply to KIKK Radio, 910 Chester Ave., Bakersfield, California.

Expanding chain of stations seeks engineer with maintenance and construction experience. Advancement opportunities good. Salary open. First phone ticket required. Personal interview required. Contact Dan Spitzer, Technical Director, WCHV, Charlottesville, Virginia.

Announcer with first class license to work daytime shift; $90 per week. WOOF, Dothan, Alabama.

Production-Programming, Others

Graduate home economist with broad foods background to prepare script for daily fifteen minute radio program of general interest to homemakers. Job includes testing of receipes in ultra modern kitchen, contact with radio stations and food representatives. Sound judgment and maturity essential for this position. Write: Box 365P, BROADCASTING.

Upper midwest station in market of 50,000, desires a shirt sleeve editor. The man we are looking for is mature, an experienced broadcaster with a news background and an authoritative delivery. His prime duties will be editorial development and public relations in a closely knit community. Address inquiries with audition tape containing sample of writing as well as delivery. Enclose resume of background and experience. Box 409P, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Florida station needs a mature intelligent newsman-deejay combination for fastest growing market in country. Require man with nose for news, excellent presentation, and desire to serve adult listeners. Send tape and resume—all inquiries promptly screened and answered. Box 429P, BROADCASTING.

News editor for top 5000-watt east coast independent. Must be aggressive leader, with ability to gather, write and deliver brief commercial newscasts. Send tape of news and commercial presentation. Box 442P, BROADCASTING.

Idea man—capable of creating and producing steady flow of contests, gimmicks, promotions, for national chain of seven stations, all in highly competitive markets. Must be a live wire with continuously fresh ideas and ability to produce them. Send samples, background, expected minimum salary. Box 468P, BROADCASTING.

Program director, handle anything from sales to sweeping, copy to sports. Progressive midwest single station college town. No tapes. Letters only. Box 473P, BROADCASTING.

Program director wanted. Mature, experienced in radio, able to work with announcers, writers, salesmen and to take part in community activities. Send resume, tape, recent photograph, salary required. Interview will be necessary. Vern W. Williams, General Manager, WCLO, Janesville, Wisconsin.

Immediate opening for young woman . . . in radio traffic with opportunity for lucrative air work. Home economics background advantageous. Send photo, resume and tape audition to WFDF, Flint, Michigan.

Copywriter, male or female. Will train inexperienced person if qualified and ambitious. Opportunity to announce, sell, program. Write fully. WHIT, New Bern, N.C.

Newsman: Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85.00 for 40 hours. Salary commensurate with experience and ability. Write or phone, W. P. Williamson, WKBN, Youngstown, Ohio. STerling 2-1145.

Radio newsman, experienced, to gather, write and broadcast news. Send personal data, experience, references, audition to: Larry Payne, WPON, Pontiac, Michigan.

Newswriter—To gather and prepare local newscasts. Some experience preferred. Immediate opening. Call for interview. WSTC, Stamford, Conn.

Gal Friday—write copy, some traffic, some air work, recpt. Send sample copy, tape, photo. WSTU, Stuart, Florida.

RADIO

Situations Wanted—Management

8 years manager experience, strong sales, knows modern radio now available. Proven profit maker. Prefer west. Write Box 320P, BROADCASTING.

Ready to invest as station manager in small midwestern town only. Box 406P, BROADCASTING.

Manager—small local station, who wants to be big local station. Married, college degrees, willing to locate anywhere with a future. Six years in broadcasting. Excellent references. Box 426P, BROADCASTING.

Fourteen years in small market radio. Desires managerial position with full-time operation in one or two station market. Box 430P, BROADCASTING.

Couple, experienced broadcasters, guarantee listenable, profitable community station; minimum expense. Ask year contract. Box 441P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager-sales manager, fifteen years in radio sales, retail and regional. Know station operation thoroughly. Highest industry references. Box 446P, BROADCASTING.

Solid radio management background. Wish to relocate management. Box 454P, BROADCASTING.

Is your station in trouble? Can you prove it? Do you want to make a profit never before realized? Try this thoroughly experienced, well educated pair. Combined talents, manager, commercial manager, Program director, chief engineer, two top announcers. Major market as well as small markets. Combined 19 years experienced. Make money—act now—tell all. Will consider lease or investment on right terms. Box 461P, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 476P, BROADCASTING.

Station Manager or commercial manager. Twenty successful years experience in all phases of broadcasting. All offers considered. Contact through Disk Jockey Placement Center, 100 West 42nd St., New York 36, N.Y.

Experienced manager. Proven on sales, promotion programming. Available immediately. Arne G. Peterson, 2410 State, Salem, Oregon.

Sales

Attention station managers in Arizona: Salesman with proven sales record available in six or eight weeks. Must move on doctor's advice due to son's asthmatic condition. Presently employed. Write Box 698, Morganton, N.C.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

Staff announcer, graduate professional broadcasting school, dependable, experienced, married, 24, seeking permanent position. Box 347P, BROADCASTING.

Negro announcer desires permanent staff position. Opportunity knocks but once, here's yours. Versatile, sober, reliable. Some Chicago radio and tv. Best references. Box 354P, BROADCASTING.

Negro personality-dj with ability, deep resonant voice. Professionally trained in all phases of broadcasting. Seeking chance to prove his worth in small station. Can operate board. Married, veteran. Will travel. Tape on request. Box 366P, BROADCASTING.

Single man would like announcing position in New England, experienced. Box 420P, BROADCASTING.

Negro announcer presently employed in radio and television. Tops. Travel. Box 424P, BROADCASTING.

Announcer three years experience, age 26, married, veteran, available now. Prefer midwest. Sharp board operator, likes news. Box 425P, BROADCASTING.

Personality dee-jay with excellent record in medium market desires opportunity in larger market with some television if possible. Fourteen years radio experience. Box 431P, BROADCASTING.

Doggone Martians! Replaced by two headed Fleeb! I've only one head but a thousand voices and million ideas. Personality deejay. Seek return to earth, Wisconsin, Illinois, area. Box 447P, BROADCASTING.

Announcer dj . . . Vet, married, college, second phone . . . grad. radio school. Seeks job with future . . . anywhere. Five years sales—(non-radio) . . . Operate board. Box 448P, BROADCASTING.

Country/western dj, 1st phone. Writes copy, do farm news. Box 451P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

I love sports and play-by-play . . . and permanency . . . will sell if establishment requires . . . 2nd love—an all-nite shift . . . Try me. Box 455P, BROADCASTING.

Nine years experience. Solid references. Know standard and formula radio. Veteran with college. Knows news and music. Box 463P, BROADCASTING.

Recent graduate professional broadcasting school. Dj, news. Personality. Married. Responsible. Prefer east coast. Box 464P, BROADCASTING.

Going places? So am I! Let's get together. 6 years experience. Relaxing sound that sells! Deejay and news. Northeast preferred. Married, 26. Presently employed in major market. Start Oct. 26. Hesitation hath no reward! Box 466P, BROADCASTING.

Sports announcer, play-by-play experience. Two years college and professional broadcasting school. Box 467P, BROADCASTING.

Negro young lady. Fine air show, type, write commercials. References. Box 471P, BROADCASTING.

"Character" dj. Also capable "straight". Major markets only. Top earnings. Box 475P, BROADCASTING.

Announcer, first phone, $85.00, no car. Berkshire 7-6721 after 5:00 P.M. Walter Piasecki, 2219 N. Parkside, Chicago.

Due to health, must find job in Calif. or Arizona. 7 years in radio and tv, C&W., Pop, R&R, dj. Announcer, plus entertainer with Ozark Jubilee. Salesman also. Married, one child, age 24. Jack Rene, Box 51, Bloomfield, Iowa, Ph. 667. References on request.

Young man, single, looking for experience. Just graduated from professional broadcasting school. Prefer south. Willing and able to learn more. Write Larry Evans, Aimwell, Louisiana.

Combo man—first phone announcer experienced would like evening or night work small town ok. 4405 Antha, Houston, Texas. OX 7-0841.

Young man, professionally trained, no experience. Looking for place to start. Will work hard. Write, Chuck Hamilton, Box 74, Clintonville, Wisconsin.

Technical

Experienced engineer. 7 years am, some tv, chief, remote control, and 5 kw directional system. Prefer south, will consider other offers. Box 316P, BROADCASTING.

First phone engineer. 12 years experience, 2½ years as chief. 250 through 5000 watts including directionals. Particularly interested west or south-west. Presently employed. Box 374P, BROADCASTING.

Chief engineer-or-staff. Ten years radio, experienced to 5 kw. Will relocate anywhere for job with good future. Available immediately. Box 394P, BROADCASTING.

First phone available immediately for radio or tv. Two years experience in both. Frank Smith, 524 Lilian, Ft. Wayne, Indiana. A-56575.

Have reached top salary as chief engineer-assistant manager in this market. Desire advancement. Nine years radio experience. Married family man. Box 395P, BROADCASTING.

Have just graduated from 24 month course in broadcast engineering. First phone ticket. Desire immediate employment in radio or tv. Can't announce. Kenneth Brister, 409 E. Hamilton St., Jackson, Miss.

Need man with first class ticket? Many young men registered now. Some with announcing ability. Tell us your needs. Disk Jockey Placement Center, 100 West 42nd St., New York 36, N.Y.

Situations Wanted—(Cont'd)

Technical

First phone. Desires position at transmitter, or as engineer-announcer. Presently employed as engineer-announcer, maintenance, construction, remotes. Box 433P, BROADCASTING.

1st phone. Plenty of theory, no experience. Quick learner. Former television repairman. Harry Fields, 2210 Daley Street, North Las Vegas, Nevada.

Combo man—first phone announcer experienced would like evening or night work small town ok. 4405 Antha, Houston, Texas. OX 7-0841.

Production—Programming, Others

Newsman. Thoroughly experienced editor, reporter, writer and newscaster. Prefer east. Box 440P, BROADCASTING.

News director with No. 1 station in top 30 market desires position in larger competitive market. Experience gamut: typewriter to microphone. Box 462P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Opportunity knocks. Texas vhf seeks local commercial manager. If you can sell local accounts, we'll pay you top money start and provide unique opportunity for increased earnings in growing market.. Will consider man with agency background. Send full details in first letter. All replies confidential. Box 414P, BROADCASTING.

Experienced tv salesman in large vhf market. An excellent opportunity. A very good salary to get you started with present accounts, 10% commission on all sales plus many fringe benefits. Send complete resume and photo to Martin Giaimo, General Sales Manager, WILX-TV, Channel 10, 236 West Michigan Avenue, Jackson, Mich.

Help Wanted—(Cont'd)

Announcers

VHF all networks needs all-around tv announcer for on-camera commercial news, mc, etc. Prefer background in secondary market tv. Opportunity to advance in production and directing. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Apply Marshall Pengra, KLTV, channel 7, Tyler, Texas.

Immediate need for live and board announcer. Please rush tape and picture KREM-TV, Spokane, Washington.

Technical

Wanted: (2) Studios and/or transmitter engineers. Thriving southwestern city. Must have first phone and good technical background. Reply in full with references to Box 376P, BROADCASTING.

Wanted first class licensed engineer tv studio-transmitter. Experience desirable but not necessary. Immediate opening KHOL-TV, Holdrege, Nebraska. Phone W. M. Greeley, WYman 5-5952.

Gulf coast vhf studio engineers needed, prefer some maintenance experience. Salary open. Also 1st phone, no experience for transmitter. J. Smith, Box 840, Corpus Christi, Texas.

Production-Programming, Others

News director: Must be authoritative, capable on-the-air man with propensity for hard work. Present news director assuming new responsibilities with us. Send tape, photo or kine, and salary requirements to Redd Gardner, General Manager, KGRG-TV Stations, Cedar Rapids, Iowa.

TV writer who writes copy that sells. Send photo, samples, resume and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

SALES REPRESENTATIVES

RCA Broadcast Studio Systems

Excellent sales positions are open at RCA to men with experience in Broadcast Studio Systems and their applications.

As an RCA Sales Representative, you will work directly with radio stations, TV stations and recording studios. Systems can include TV installations, (either black and white, or color), AM-FM, Hi-Fi and stereo audio equipment, terminal equipment, mobile or closed circuit systems. Listed among components are the latest RCA cameras, mikes, consoles, audio and video tapes, loudspeakers, projectors, amplifiers, transmitters, multiplexors, etc.

If you are a professional salesman interested in exercising your ingenuity as well as your systems and applications knowledge to best advantage, don't delay in finding out how this position with RCA can boost your selling career to new heights.

FOR AN APPOINTMENT WITH SALES MANAGEMENT

Please send resume to:
Mr. W. W. Ingham, Dept. ZC-141
Professional Placement
RCA, Bldg. 10-1
Camden 2, N. J.

RADIO CORPORATION OF AMERICA
Industrial Electronic Products

TELEVISION

Situations Wanted—Management

TV salesmanager—experienced in tough competitive situations. Seeking money and advancement based on results. Box 264P, BROADCASTING.

Sales

11 years tv sales and management experience. 7 years top sales New York office major tv station representative. 3 years sales New York tv station. Tripled national billing in one year as sales manager major midwest market. Desire sales with N.Y. office of tv representative company. Have returned east for this purpose. Salary secondary consideration to opportunity. Know most advertising agencies. Most agencies know me. Experienced, sober, hard-working man, married with 2 children, will increase your station's sales. Write Box 397P, BROADCASTING.

Announcers

Announcer—Experienced. Also writer-production-sales. Industrious, enthusiastic. Draft exempt. Box 375P, BROADCASTING.

Sports director-staff. Ten years experience, all phases, commercials, news ad-lib shows. Desires opportunity to build good sports presentations, with some play-by-play preferred. Top man, will earn good pay in leading market, radio and/or television. Ready on short notice for big fall season producing for you. Top references. Box 423P, BROADCASTING.

Technical

Have ticket, will travel! Young, ambitious, tv school grad with first phone and BA. in broadcasting seeking position as studio engineer. Box 458P, BROADCASTING.

Production-Programming, Others

Experienced director, announcer, newsman, cameraman, photographer, copywriter. Now employed as production manager in small market with no future. Desire to relocate in larger market with future. Some college, married, veteran, highest references. Box 386P, BROADCASTING.

Radio-tv news director currently supervising news department in large 3-station market. Excellent on-camera presentation highest rated newscast in area, including local and network newscast. 15 years experience provides know-how and where-to in directing aggressive, successful news operation. Box 432P, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative, versatile. Box 477P, BROADCASTING.

Due to station going black on 4 September, we have the following personnel seeking employment: One program director; combination announcer-production man; personality-director and copy-writer (husband-wife). All are of top quality and will relocate. If you can place one or all, write, wire, or phone WBPZ-TV, 132½ Main Street, Lock Haven, Penna.

FOR SALE

Equipment

Complete equipment for 250 to 1000 watt station for part interest. Box 421P, BROADCASTING.

550 foot Blaw Knox self-supporting H-21 tower. Designed for fm and tv antennas. Dismantled, ready to ship. Box 459P, BROADCASTING.

Collins 737A 5 kw fm transmitter Collins 5 ring fm antenna now in use. Make offer. Also have 400 ft. 1⅝" andrew rigid transmission line. Box 460P, BROADCASTING.

Cheap. 255 foot guyed antenna in excellent condition . . . uniform cross section (wind charged). Standing $1000.00. Call or write Radio Station WNVY . . . Gene Pfalser, Pensacola, Florida.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

FOR SALE

Equipment—(Cont'd)

400 foot model H-40 Blaw-Knox self-supporting tower. Excellent condition, will support 12 bay-super turnstile tv antenna. Call or write Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Maryland. Phone Southfield 6-0766.

3-bay, Channel 2 antenna, RCA TF-3EL, completely assembled, feed lines and accessories. 10kw Diplexer, 12.5kw visual side band filter. Brand new. Used 4 weeks while moving main antenna. Cost $20,957. On ground ready to move. Make offer fob Buffalo, New York. Transcontinent Television Corporation, Karl B. Hoffman, 70 Niagara Street, Buffalo 2, New York. MOhawk 2300.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Used guyed type towers. (1) 150', (2) 200', (3) 300' U.S. Tower Co., Petersburg, Virginia.

WANTED TO BUY

Stations

Half interest and participation in eastern seaboard day or fulltimer with growth potential. Box 435P, BROADCASTING.

Responsible broadcaster wants to buy CP or station in medium or major Florida Market. Replies Confidential. Box 456P, BROADCASTING.

Our client interested in investing in radio stations or allied field. Strictest confidence assured. Harris, Kerr, Forster & Company, Att: L. J. Reade, 18 East 48th Street, New York 17, N.Y., PL 5-7870.

Local southwest station. Please advise price and terms. All prices held confidential. Cecil White, 3209 Canton Street, Dallas, Texas.

Equipment

Wanted—complete 1 kilowatt uhf station equipment for satellite operation. Send details to Box 391P, BROADCASTING

Good Gates consolette or other console. WDNG, Box 1280, Anniston, Alabama.

Audio console—used console or consolette in good condition, WNNJ, Newton, New Jersey.

Wanted: one used General Electric synchronizing generator, model 4PG2B-C or D. Must be in good condition. Two used pedestals for tv cameras, either Houston-Fearless counter-weighted model TD-3 or gear driven TD-1; or DuMont pneumatic type camera pedestal. Must be in good condition. W. G. Egerton, P.O. Box 2171, San Antonio 6, Texas.

Wanted: Used fm kilowatt transmitter and allied equipment. Send price and details, Don Martin, WSLM, Salem, Indiana.

Standard fm frequency and modulation monitor. State price first letter. WYSO, Yellow Springs, Ohio.

FM frequency-modulation monitor. Would be willing to make some repairs. State age and condition. Harold Parshall, R.R. 1, Ox-

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Funnyphone-modern radio's new and successful fun game! Promotes station and dj. 13 entertaining weeks (5 days per week) of instantaneous audience reaction. Complete package of 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. If purchased weekly, $10 per week. Funnyphone, Box 388P, BROADCASTING.

Wanted: Bank-roller to invest in "sleeper" situation in substantial Northwestern market with weak radio coverage. Will mean AM application. Talented broadcast group with top area contacts will run operation on equity-earning or lease-option to buy basis. You earn top return, terrific growth potential. For details, Box 470P, BROADCASTING.

The office of the United States Attorney, St. Louis, is attempting to locate Leonard Phillip Frankel also known as Leonard Fox. Mr. Frankel is a witness in a case set for September 14, 1959 at St. Louis, Missouri. All persons having information concerning the whereabouts of Mr. Frankel should write Mr. Robert E. Brauer, Assistant U.S. Attorney, St. Louis, Missouri. All correspondence is confidential.

Miss America Pageant reports—beeper phoned collect to your station starting September 8th, direct from Atlantic City. Two minute reports ideal for newscasts. $5.00 per feed. Call Resort Radio Productions. Atlantic City—2-7870.

Custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

STATION MANAGER

Baltimore metropolitan area. Must be well acquainted with Baltimore agency. Strong on Sales. Experienced in station operation. Salary plus percentage of profit. All replies confidential. Contact P.O. Box 186, Washington, D.C.

Sales

WANTED—PERSONNEL

Multiple station group needs salesmen, engineers, combo men, announcers, news men for new independent located in Brazil, Indiana. Not a top 40 operation. Apply to Dennis J. Keller, WITZ, Jasper, Ind.

Technical

SALES ENGINEER AUDIO PRODUCTS

Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo.

Box 602M, BROADCASTING

Production—Programming, Others

NATIONAL REPRESENTATIVE WANTS SALES PROMOTION WRITERS

Two creative sales promotion jobs now open in New York office of expanding representative firm. If you can write copy that sells, send resume, samples, and salary requirements in first letter to

Box 444P, BROADCASTING

Situations Wanted—Announcers

I'VE NEVER MADE $50,000 A YEAR!!

As a matter of fact, I've never made $25,000 a year from radio alone. Seems that every pd and station manager in the country feels that I'm a high priced man whom they couldn't afford. They never bother to ask me if I am or not. I can offer you a lot of high priced service, though, at a reasonable wage. I'm a hard worker 7 days a week, not only on the air, but also with outside activities like record hops, church carnivals, civic events, children's and veteran's hospital visits, PTA meetings and store openings. If you are interested in a man who is a deejay for just the hours he's on the air—DON'T BOTHER TO CALL ME! However, if you want a fulltime deejay who is completely wrapped up in his work, then let's you and I get together and talk. In 13 years I've had just 3 jobs in radio and this 4th one is the one from which I want to eventually step into the management end. I will go along with a formula as long as it isn't directed at 12 year old children. I have turned down several good offers just because I wouldn't have liked living in the cities which the stations served. If you can offer me a good time slot in a major market, I'd like to hear from you. Current photos, resume and tape available for the asking.

TOM EDWARDS
8025 Parmenter Drive
Cleveland 29, Ohio
TUxedo 4-6462.

INSTRUCTIONS

Choose a Career in RADIO-TV

Train to be an announcer, writer, producer, program director, control board operator. Graduates in demand for interesting positions. Free placement service. New terms start Jan., June, Oct. Also intensive short courses, private lessons. 25th yr. Write!

NATIONAL ACADEMY OF BROADCASTING
Alice B. Keith, President
3338 16th St., N.W., Washington 10, D. C.

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Disk Jockeys
- News Directors
- Engineers
- Copywriters
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

EMPLOYMENT SERVICE

IMMEDIATE

openings for outstanding men and women in Florida, Georgia, Virginia, Alabama, South Carolina, Tennessee, and North Carolina. *Rush* to Johnny S. Robinson, Southern Radio and TV Personnel Service, P. O. Box 1027, N. Miami 61, Florida, "ONE OF THE SOUTH'S MOST RELIABLE PLACEMENT SERVICES."

WANTED TO BUY

Stations

Wanted N.Y. FM Station

Owner of three "FM' stations desires to purchase FM class B station in N.Y. city area. Confidential.
Box 474P, BROADCASTING

Equipment

MODULATION TRANSFORMER

for RCA-BTA-5-E transmitter. Air cooled or oil filled with reactor. Wire price and condition. WPDQ, Jacksonville, Florida.

MISCELLANEOUS

LOVELY DOGWOOD TREES:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 3 to 4 feet; 25 for $20.00; 100 for $65.00, 200 for $110.00.

ORNAMENTAL EVERGREENS:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00, 100 for $65.00, 200 for $110.00. Limited Offer. So **RUSH** your order **TODAY**. Will make shipment when same is wanted.

W. R. McGuire
Milligan College, Tenn.

STATIONS — FOR SALE

PACIFIC NORTHWEST REGIONAL SPORTSMAN PARADISE

Old established 5,000 watt fulltime station in desirable market. Excellent Real Estate included in price of $175,000. $50,000 down with balance over 15 years.

Box 400P, BROADCASTING

RETIRING

10 year old exclusive market bordering 2 states. 500 W daytime midwest. 6 figure billing. Principals. Make best cash offer.

Box 436P, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

GUNZENDORFER

A money maker netting almost *$30,000 a year*. A 250 watt fulltimer in Arizona. This attractive income producing station can be bought for *$72,500 down*. Balance in *10* years Exclusive.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers — Consultants
8630 W. Olympic, Los Angeles, Calif.

SOUTHWEST LOCATION
FOR SALE
FM RADIO STATION

A going FM station firmly entrenched in the multiplexing business with a considerable number of excellent accounts. Reason for selling —other interests demanding more attention. Contact:

Box 445P, BROADCASTING

Ky.	Single	1kw-D	100M	Terms
Cal.	Single	250w	65M	Terms
Fla.	Single	500w	50M	Terms
S.C.	Single	1kw-D	39M	Terms
Cal.	Single	250w	33M	Terms
Fla.	Small	5kw-D	115M	Terms
Ky.	Single	1kw-D	100M	Terms
Ariz.	Small	1kw-D	70M	Terms
N.C.	Second	250w	78M	Terms
Cal.	Second	500w	175M	Terms
Mich.	Medium	1kw-F	250M	Terms
La.	Medium	1kw-D	150M	Terms
Ala.	Metro	5kw-D	195M	Terms
Miss.	Metro	1kw-D	98M	Terms
S.E.	Major	5kw-D	225M	Terms
[illegible]ow	Mid	Major	475M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

(Continued from Page 96)

er, equal partners d/b/a **Radio Station KCJH.** No financial consideration involved. Ann. Aug. 31.

WCQS Alma, Ga.—Seeks assignment of license from **Queen City Bcstg. System** to **Queen City Bcstg. System Inc.** No change of ownership or financial consideration involved. Ann. Aug. 31.

WHAB Baxley, Ga.—Seeks assignment of license from **Tri-City Bcstg. System** to **WHAB Radio Inc.** No change of ownership or financial consideration involved. Ann. Aug. 27.

WEKY Richmond, Ky.—Seeks transfer of control from **Kelly Rogers** (47½%) to **T. C. Quisenberry** (47½%) and **Hattie Quisenberry** (5%) d/b/a WEKY Inc. for $14,725. Upon transfer Mr. Quisenberry will hold 90% and Mrs. Quisenberry 9.5%. Ann. Aug. 27.

WAAF Chicago, Ill. — Seeks involuntary transfer of control from **Ward A. Neff** (84%), deceased, to **First National Bank of Chicago** and **Adah W. Neff,** co-executors. Ann. Aug. 27.

KGAN Bastrop, La.—Seeks assignment of license from **George H. Goodwin** and **Willis G. Newcomer,** equal partners d/b/a **Bastrop Bcstg. Co.** to **Nathan Bolton, A. R. McCleary, George H. Goodwin** and **W. G. Newcomer,** equal partners d/b/a **Bastrop Bcstg. Co.** for $28,000. Messrs. Bolton and McCleary agree to sell their ownership of KTRY Bastrop, La. before consummation of deal. (See KTRY, listing, this page.) Mr. Bolton is publisher of The Bastrop Daily Enterprise newspaper. Mr. McCleary is druggist. Ann. Aug. 31.

KTRY Bastrop, La.—Seeks assignment of license from **Nathan Bolton** and **A. R. McCleary,** equal partners, d/b/a **Morehouse Bcstg. Co.** to **Paul R. Schilling** for $30,000. Sale of station contingent upon Messrs. Bolton and McCleary purchasing partnership in KGAN Bastrop, La. (See KGAN, listing, this page.) Mr. Schilling is employe of Natchez Democrat Newspaper, Natchez, Miss. Ann. Aug. 28.

KMSP-TV Minneapolis, Minn. — Seeks transfer of control from **National Telefilm Associates Inc.** to **Twentieth Century Fox Television Inc.** for $3,500,000. Twentieth Century Fox Television Inc. is wholly owned subsidiary of **Twentieth Century Fox Film Corp.** of Hollywood, Calif. Ann. Aug. 27.

KQDI Bismarck, N.D.—Seeks assignment of license from **Robert Eubanks, Darrel W. Holt, D. Gene Williams** and **Delbert Bertholf,** equal partners d/b/a **Dakota Musicasters** to **Darrel W. Holt** (37½%), **D. Gene Williams** (37½%) and **Delbert Bertholf** (25%) d/b/a **Dakota Musicasters** for $5,000. Ann. Aug. 31.

WISR Butler, Pa.—Seeks assignment of license from **Abe H. Borisky,** trustee of Testimentary Trust, created by **Sara E. Rosenblum** (44%), deceased, to **Joel W. Rosenblum** (28%). After termination of trust Joel W. Rosenblum will own 51% and **Ray H. Rosenblum** 49%. No ownership changes involved. Ann. Aug. 31.

WMCP Columbia, Tenn.—Seeks transfer of control from **B. C. Eddins** and **John R. Crowder,** equal partners, to **B. C. Eddins, John R. Crowder** and **T. Earl Williford** (33⅓%) each, for $19,797. Mr. Williford will serve as station manager of WMCP. Ann. Aug. 28.

WMMT McMinnville, Tenn. — Seeks assignment of license from **McMinnville Bcstg. Co.** to **Regional Bcstg. Co.** for $82,500. Principals are **William R. Vogel** (78%) and others. Mr. Vogel is manager of **Regional Bcstg. Corp.,** Loveland, Colo. Ann. Aug. 28.

WSVA-AM-FM-TV Harrisonburg, Va.—Seeks transfer of control of **Shenandoah Valley Bcstg. Inc.** from **Transcontinent Television Corp.** and **Hamilton Shea,** equal owners, to **Evening Star Bcstg. Corp.** (51%) and **Hamilton Shea** (49%) for $850,000. Mr. Shea will continue as general manager of WSVA-AM-FM-TV. Evening Star Bcstg. Corp. owns WMAL-AM-FM-TV Washington, D. C. Ann. Aug. 28.

WHAP Hopewell, Va.—Seeks assignment of license from **Hopewell Bcstg. Inc.** to **WYSR Inc.** for $80,000. Principals are **S. L. Goodman** and **Charles E. Springer,** equal partners. Mr. Goodman has interest in WYTI Rocky Mount, Va. Mr. Springer is majority owner (84%) of WRON Ronceverte, W.Va. Ann. Aug. 28.

WISC-AM-FM Madison, Wis. — Seeks assignment of license from **Radio Wisconsin Inc.** to **Heart O'Wisconsin Bcstrs. Inc.** for $350,000. Principals are **William E. Walker** (60%), **William R. Walker** (20%), **Charles R. Dickoff** (16%) and **John D. Harvey** (4%). **William E. Walker** is 25% owner of WKTL Sheboygan, Wis., director of Beaver Dam Bcstg. Inc. and minority stockholder of WSJM St. Joseph, Mich. Mr. Dickoff is minority stockholder in Beaver Dam Bcstg. Inc., WSJM St. Joseph, Mich., and Lima Quality Radio Corp. William R. Walker is 25% owner of WKTL Sheboygan and minority interest holder in Valley Radio & Tv Inc. Mr. Harvey has minority interests in KCLN Clinton, Iowa, and WKTL Sheboygan. (See also WEAU, **These listings.**) Ann. Aug. 31.

WEAU Eau Claire, Wis.—Seeks assignment of license from **Central Bcstg. Co.** to **Bcstrs. Services Inc.** for $350,000. Principals are **William E. Walker** (60%), **William R. Walker** (20%), **Charles R. Dickoff** (16%) and **John D. Harvey** (4%). William R. Walker is 25% owner of WKTL Sheboygan, Wis., director of Beaver Dam Bcstg. Inc. and minority stockholder of WSJM St. Joseph, Mich. Mr. Dickoff is minority stockholder in Beaver Dam Bcstg. Inc., WSJM St. Joseph, Mich., and Lima Quality Radio Corp. **William R. Walker** is 25% owner of WKTL Sheboygan, and minority interest in Valley Radio and Tv Inc. Mr. Harvey has minority interests in KCLN Clinton, Iowa, and WKTL Sheboygan. (See also WISC-AM-FM, listing, this page.) Ann. Aug. 28.

Routine Roundup

BROADCAST ACTION

Commission, by board composed of Comr. R. E. Lee, took following action on Aug. 31:

By memorandum opinion and order, Commission dismissed protest by St. Croix Bcstg. Inc., directed against July 1 grant of assignment of license of WSTN St. Augustine, Fla., from Stanmark Inc., to Harold William Critchlow. Action Aug. 31.

BROADCAST ACTIONS
By Broadcast Bureau
Actions of August 28

KGEM Boise, Idaho—Granted assignment of license to **Gem State Bcstg. Corp.**

KLIX-AM-TV Twin Falls, Idaho—Granted assignment of licenses and cp to **The KLIX Corp.**

***WKAR East Lansing, Mich.** — Remote control permitted.

***WKAR-FM East Lansing, Mich.**—Granted cp to change ant.-trans. location, decrease ERP from 74 kw to 61 kw, and increase ant. height from 270 ft. to 430 ft.

WGTC Greenville, N.C.—Granted cp to install new trans. to be used as auxiliary trans.

WGOR Georgetown, Ky.—Granted mod. of cp to change ant.-trans. location, studio location to same as ant.-trans. location and install new trans.

Following stations were granted extensions of completion dates as shown: WCNL Newport, N.H., to Apr. 15, 1960; WCBT Roanoke Rapids, N.C., to Nov. 15; KLFM Long Beach, Calif., to Dec. 31; KARA Albuquerque, N.M., to Dec. 21; WQAL Philadelphia, Pa., to Nov. 19; WFAA-FM Dallas, Tex., to Dec. 31; WSBB New Smyrna Beach, Fla., to Dec. 19, and WEEB Southern Pines, N.C., to Nov. 15; KIXZ Amarillo, Tex., to Dec. 22; KLYD-FM Bakersfield, Calif.

Actions of August 27

WPRO Providence, R.I.—Remote control permitted while using non-DA.

KDUB-TV Lubbock, Tex.—Granted cp to install new ant. system and other equipment; ant. 829 ft.

KGNS-TV Laredo, Tex.—Granted mod. of cp to change ERP to vis. 6 kw, aur. 3 kw, type trans., redescribe trans. location (no change in coordinates), change ant. structure and ant. height to 170 ft.

WCRC Scotland Neck, N.C. — Granted mod. of cp to change studio and ant.-trans. location and install new trans.

WJBL Holland, Mich.—Granted mod. of cp to change type trans.

KORN-TV Mitchell, S. D.—Granted extension of completion date to Feb. 1, 1960.

Actions of August 26

WNCN New York, N.Y. — Granted requested authority concerning use of certain type exciter units with auxiliary trans. and with either main or auxiliary trans.

WBKV West Bend, Wis.—Granted authority to sign-off at 7 p.m. CDT, for period Sept. 1 to Sept. 26, and sign-off at 5:30 p.m. CST, Sept. 27 to Sept. 30.

WONG Oneida, N.Y. — Remote control permitted.

Following stations were granted extensions of completion dates as shown: KLFY-TV Lafayette, La., to Mar. 24, 1960; WIRT Hibbing, Minn., to Jan. 15, 1960; WKY-TV Oklahoma City, Okla., to Dec. 30; WSAV-TV Savannah, Ga., to Mar. 18, 1960.

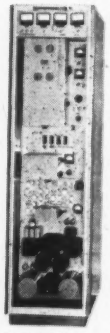
Miscellaneous

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

Personnel Service

FINGER ON THE PULSE
Who? What? Where?
Experienced personnel for radio and television stations—everywhere.
Write, phone or wire
PAUL BARON, Manager Broadcast Dept.
MAUDE LENNOX PERSONNEL SERVICE INC.
(Agency)
Rockefeller Center—630 Fifth Avenue
New York 20, New York
Circle 6-0276
Return postage required with audition tapes.

Looking for . . .
QUALIFIED BROADCASTERS?
A BETTER JOB?
Employers and Applicants Contact
DISK JOCKEY
PLACEMENT CENTER, INC.
Agency Specializing in
BROADCASTING • ADVERTISING
PERSONNEL
TONY JAMES, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.-1-4059
or Telephone WIsconsin 7-6322
(Enclose return postage with tapes)



STATION ENGINEERS!
Here's a Trim, Thrifty
1 KW FM TRANSMITTER
Easy, Front Panel Tuning . . . Takes as little floor space as your office chair!
FM-1000A
AND LOOK AT THESE OTHER FEATURES:
* Accessible, Vertical Chassis Design
* Low Cost Tubes
* Multiplex Operation
* Conservatively Rated Components
Operating in FM stations across the country, this cool beauty is running up new highs in performance, economy and reliability. Why not check into these ITA designs.
PRICE: $4395.00 *Including Factory Installation Service!*
ITA
By Far Your Best FM Buy
INDUSTRIAL TRANSMITTERS AND ANTENNAS • UPPER DARBY, PA
FLanders 2-0355

Actions of August 25

KIMA-TV Yakima, Wash.—Granted superseding license reflecting corrected geographical coordinates.

WKMH-AM-FM and WKMF, WSAM-AM-FM Dearborn, Flint and Saginaw, Mich.—Granted acquisition of positive control by **Frederick A. Knorr** through transfer of stock from **Harvey R. Hansen** and **William H. McCoy**.

WKBK Keene, N.H.—Granted license for am station.

***WHYY-TV Philadelphia, Pa.** — Granted mod. of license to change name to WHYY Inc.

KTEM Temple, Tex. — Granted cp to change trans. location, make changes in ant. system (increase height), and make changes in ground system.

WPIT-FM Pittsburgh, Pa.—Granted mod. of cp to make changes in trans. equipment; condition.

Following stations were granted extensions of completion dates as shown: KRAK Stockton, Calif., to Dec. 1; WRAN Dover, N.J., to Dec. 23, and WHOT Campbell, Ohio, to Sept. 30.

Actions of August 24

WTAO-AM-TV, WXHR (FM) Cambridge and Boston, Mass.—Granted assignment of licenses to **Harvey Radio Laboratories Inc.**

WCAT Orange, Mass. — Granted assignment of license to **Tri-State Radio Inc.**

KBUY Amarillo, Tex.—Granted cp to install new trans. to be used as alternate main nighttime trans. and as auxiliary daytime trans. at present main trans. site.

WSOY-FM Decatur, Ill.—Granted cp to change frequency to 102.9 mc.

WJMA Orange, Va.—Granted mod. of cp to change type trans.

WBIE-FM Marietta, Ga.—Granted mod. of cp to install new type trans.

Following stations were granted extensions of completion dates as shown: WWIL-FM Ft. Lauderdale, Fla., to Oct. 1; WNCN New York, N.Y., to Nov. 5; WXYZ Detroit, Mich., to Oct. 27, and WFAB Miami-South Miami, Fla., to Dec. 15.

ACTIONS ON MOTIONS

The Commission on Aug. 31 granted request by Georgia State Department of Education for extension of time from Aug. 31 to Sept. 10 to respond to petition by WTVY Inc. (WTVY), Dothan, Ala., for reconsideration of July 17 report and order in tv rulemaking proceeding involving Columbus, Ga.

By Commissioner Robert E. Lee

Granted petition by Veterans Bcstg. Co., for extension to Oct. 12, to file exceptions to initial decision in proceeding on its application and that of Capital Cities Television Corp., for tv stations to operate on ch. 10 in Vail Mills, N.Y. Action Aug. 28.

Granted petition by Broadcast Bureau for extension of time to Sept. 18 to file responses to petition by Triad Television Corp. to enlarge issues in proceeding on its application for new am station in Lansing, Mich., et al. Action Aug. 28.

Granted petition by Broadcast Bureau for extension of time to Sept. 23 to file replies to motion by Eastern Idaho Bcstg. and Television Co. to enlarge issues in proceeding on its application and that of Sam H. Bennion for new tv stations to operate on ch. 8 in Idaho Falls, Idaho. Action Aug. 31.

Granted petition by Broadcast Bureau for extension of time to Sept. 11 to file responsive pleadings to motion by Island Teleradio Service Inc., Charlotte Amalie, St. Thomas, V.I., to clarify or enlarge issues in proceeding on its am application and that of WPRA Inc. (WPRA), Guaynabo, P.R. Action Aug. 31.

Granted petition by Broadcast Bureau for extension of time to Sept. 1 to file replies to petition by Tampa Telecasters Inc., for review of examiner's July 23 memorandum opinion and order, and to Sept. 11 to file replies to oppositions, in Largo, Fla., ch. 10 proceeding. Action Aug. 31.

By Acting Chief Hearing Examiner Jay A. Kyle

Granted petition by Beaumont Bcstg. Corp. for extension of time to Sept. 4 to file suggested corrections to transcripts of hearing in Beaumont, Tex., tv ch. 6 remand proceeding. Action Aug. 25.

Granted petition by United Bcstrs. Inc., to dismiss without prejudice application for am facilities in Muncie, Ind., and retained in hearing status remaining applications in consolidation. Action Aug. 27.

Scheduled prehearing conference for Sept. 23 in proceeding on applications of WBUD Inc., and Concept Network Inc., for new fm stations in Trenton, N.J. Action Aug. 18.

By Hearing Examiner Forest L. McClenning

Scheduled prehearing conference for Sept. 15 in proceeding on application of Birney Imes Jr., for new am station in West Memphis, Ark., et al. Action Aug. 24.

Scheduled prehearing conference for Sept. 3 in proceeding on applications of Plainview Radio and Star of the Plains Bcstg. Co., for new am stations in Plainview and Slaton, both Texas. Action Aug. 24.

By Hearing Examiner Herbert Sharfman

Reopened record to take evidence on Issue No. 8 added by Commission's memorandum opinion and order released Aug. 4, and cancelled outstanding order, released June 30, regarding filing of proposed findings of fact and conclusions, and any ruling directing or permitting them to be filed in proceeding on application of Video Independent Theatres Inc. for mod. of cp of KVIT (TV) Santa Fe, N. Mex. Action. Aug. 19.

On joint oral request of Fisher Bcstg. Co. and Tribune Publishing Co., and without objection by Broadcast Bureau, extended from Sept. 8 to Oct. 9 time for filing initial proposed findings of fact and conclusions and from Oct. 8 to Nov. 9 for filing replies in proceeding on their applications for new tv stations to operate on ch. 2 in Portland, Ore. Action Aug. 25.

By Hearing Examiner Elizabeth C. Smith

On petition by Farmington Bcstg. Co., accepted amendment to application for new tv station to operate on ch. 12 in Farmington, N.M., to show terms of merger agreement between it and competing applicant, Four Corners Bcstg. Co. Action Aug. 17.

Scheduled prehearing conference for Sept. 18 in proceeding on application of South Minneapolis Bcstrs. for new am station in Bloomington, Minn. Action Aug. 19.

Scheduled prehearing conference for Sept. 8 in am proceeding on application of Booth Bcstg. Co. (WSGW) Saginaw, Mich. Action. Aug. 19.

Scheduled hearing for Sept. 3 in proceeding on applications of Farmington Bcstg. Co. and Four Corners Bcstg. Co., for new tv stations to operate on ch. 12 in Farmington, N.M. Action. Aug. 21.

By Hearing Examiner Thomas H. Donahue

Granted petition by Upland Bcstg. Co. for extension of time from Aug. 26 to Sept. 4 to file depositions taken in Los Angeles, Calif., on Aug. 17, and continued hearing from Sept. 3 to Sept. 10 in proceeding on am applications of Upland Bcstg. Co., Upland, Calif., et al. Action Aug. 27.

On own motion, continued hearing scheduled for Sept. 15 to date to be determined at prehearing conference to be held at 2 p.m., Sept. 15, in proceeding on am applications of Grand Haven Bcstg. Co. (WGHN), Grand Haven, Mich., et al. Action Aug. 28.

By Hearing Examiner Charles J. Frederick

On own motion, ordered that oral argument on motion to quash subpoena duces tecum filed by F. Demcy Mylar (respondent), president and principal stockholder in Gospel Bcstg. Co., assignee, will be held at beginning of hearing scheduled for Sept. 1, re application of Broadcasters Oregon Ltd., for consent to assignment of licenses of stations KPAM and KPFM Portland, Ore. Action Aug. 26.

By Hearing Examiner H. Gifford Irion

On own motion, continued further hearing from Sept. 10 to Sept. 23 in proceeding on applications of Frank James and San Mateo Bcstg. Co., for new fm stations in Redwood City and San Mateo, Calif. Action Aug. 27.

Granted petition by Rollins Bcstg. Co. (WBEE), Harvey, Ill., to amend program proposal and denied various petitions to amend engineering proposal; application is in consolidated proceeding with applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Aug. 27.

By Hearing Examiner Forest L. McClenning

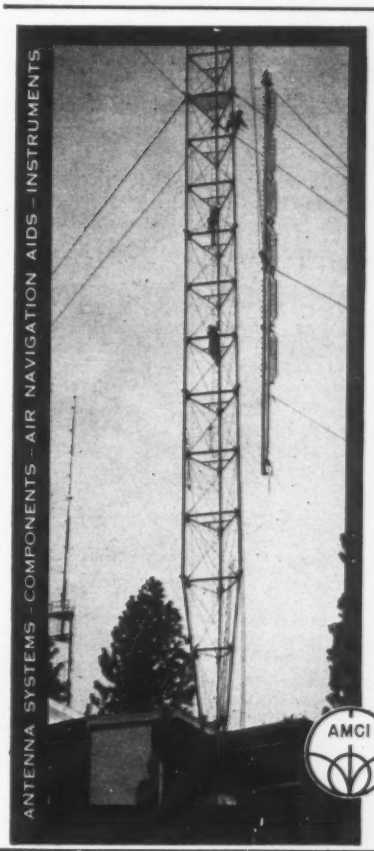
Scheduled prehearing conference for Sept. 1 in proceeding on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp., for new am stations in Bellefonte and State College, Pa. Action Aug. 25.

By Hearing Examiner Elizabeth C. Smith

Scheduled prehearing conference for Sept. 23 in proceeding on am application of National Bcstg. Co. Inc. (WRCA), New York, N.Y. Action Aug. 31.

PETITIONS FOR RULEMAKING FILED

WVET-TV Rochester, N.Y. (8-24-59)—Requests allocation of ch. 7 to Binghamton, N.Y. Ann. Aug. 28.



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

...have been proven in service.

Write for information and catalog.

ALFORD *Manufacturing Company*

299 ATLANTIC AVE., BOSTON, MASS.

A moderate low-fat well-balanced breakfast for a woman of 25 years

The basic cereal and milk breakfast as shown below is *well balanced* because it provides "Women, 25 Years" with approximately one-fourth of the recommended dietary allowances[1] of complete protein, important B vitamins, essential minerals; and provides quick and lasting energy. *This breakfast is moderately low in fat because its fat content of 10.9 gm. provides 20 per cent of the total calories.* The Iowa Breakfast Studies proved for young women that a basic cereal and milk breakfast maintained mental and physical efficiency during the late morning hours and that it was superior in doing so when compared either to a larger or smaller morning meal.

recommended dietary allowances and the nutritional contribution of a moderate low-fat breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast**	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary[1] Allowances—Women, 25 Years (58 kg.—128 lb.)	2300	58 gm.	0.8 gm.	12 mg.	5000 I.U.	1.2 mg.	1.5 mg.	17 mg.	70 mg.
Percentage Contributed by Basic Breakfast	21.9%	36.0%	66.5%	22.5%	11.8%	38.3%	53.3%	43.3%	93.6%

**Revised 1958. Food and Nutrition Board. National Research Council, Washington, D.C.*

***Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.*
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

[1]*The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS TO . . .

Larry Herbert Israel

July 1, 1959 marked the culmination of six months of intensive labor for Larry H. Israel, a tall, energetic man whose sense of responsibility toward any task he undertakes served him most notably this year. That date was the deadline for opening the doors of his new office as general manager of Television Advertising Representatives Inc., New York, house rep for Westinghouse Broadcasting Co.'s five television stations.

Mr. Israel's background of 12 years in broadcasting not only shaped his prowess in organization but also is paying off in experience and knowledge necessary to keep up with developments in the tv industry, and if possible to get a couple of jumps ahead. His active mind is a match for this fast-moving medium. "One must continually anticipate," he says, "because yesterday's answers do not meet today's needs, any more than what we do now will be adequate tomorrow. The only way to lead is to be alert to changing industry whims."

Newspaper Beginning • Philadelphia was the scene of the native-born Pennsylvanian's (McKeesport, Nov. 4, 1919) breakthrough from the newspaper medium to broadcasting. Following his graduation from the U. of Missouri's School of Journalism he joined the staff of the *Philadelphia Inquirer*, a fortunate position since the company also operates WFIL-AM-TV in that city. In late 1947 the new reporter began editing the tv newsreel, supervising the radio news schedule and covering special events for both stations.

The following year he joined the newborn WDTV (TV) Pittsburgh, which later became KDKA-TV, and stayed five years, serving successively as news and special events editor, operations manager, sales manager and exercising his talent as an all-around idea man.

One of his innovations was the launching of WDTV's *Swing Shift Theatre*, which reached an audience of workers in Pittsburgh's round-the-clock industries, and also accommodated many sponsors who couldn't get on the station during the normal broadcast day. Pittsburgh was a one-station market at the time. This successful programming venture terminated after a year only because the station ran out of film.

Cross Country Commuter • Having seen WDTV grow into a prosperous, stable outlet, Mr. Israel accepted the challenge to put a second Pittsburgh channel into a similar position. He became vice president and general manager of WENS (TV), a uhf station. He also donned a second hat and began what is probably one of the industry's longest regular commutation schedules. He logged some 2,000 miles each week between Pittsburgh and Minneapolis, where he served as general manager of KMGM-TV until July 1957.

Equipped with the experience of giving life to three new tv stations, Mr. Israel moved into the role of life restorer to an already established, but slipping, station. Westinghouse had taken over ownership of WAAM-TV Baltimore, which it changed to WJZ-TV, and named Mr. Israel general manager. He brought in specialists who had overlapping skills developed through a 10-year average of tv experience. With the benefit of this flexibility and the new leadership, the station rose from a poor third to become a hot contender in the market. Emphasis was placed on locally-originated programming. He recruited well-known Baltimore d.j.s and newsmen to develop a distinctive local personality for the station, which according to Mr. Israel, needed special character to set it apart from the sameness of other stations in the area.

Believing that WJZ-TV should reflect the life of the community, he assigned two-thirds of the schedule to local programming, divided equally between live and film. One live remote show which proved popular with the citizenry was a morning strip entitled *Baltimore Close-Up*, originating from various points of interest in the city.

TvAR'S Israel
He starts things rolling

Logical Choice • Having demonstrated his ability to start new projects and follow through with admirable results, Larry Herbert Israel was the man picked to get WBC's new tv sales representative company off the ground.

"Give people the chance to do things their own way," says Mr. Israel, referring to the philosophy that guides thinking at TvAR. He had this in mind when interviewing more than 400 candidates for the seven chief posts in the New York headquarters.

Mr. Israel has firm ideas about the functions of a station representative. Spot tv is the fastest growing part of the medium and we should start "putting things in for tomorrow." At TvAR he is placing great emphasis on a market research program, based on the belief spot tv's effectiveness is still handicapped by the lack of research. Audience characteristics and product preferences are being explored under the direction of Bob Hoffman, director of research at TvAR.

Contrary to many broadcasters' and advertisers' opinions, Mr. Israel has faith in the saleability of public service programming. WBC's national sales arm furthers the concept that this programming can be entertaining to the audience as well as profitable to the station.

Ratings Skeptic • He has praise for the programming scheduled by the three tv networks for the new season, calling it "a step in the right direction." Sales representation business depends on good network programming to exist, he adds. But if the accent is not taken off ratings, he warns, we'll be selling "tonnage," not quality programs.

One of the first installations Mr. Israel asked for, and got, when looking over TvAR's posh quarters at 666 Fifth Ave., was a complete video tape operation, in addition to film facilities. TvAR was reported to be the first representative company to use video tape. Clients are able to screen, test and preview programs and commercials for WBC stations and their competitive stations. "This helps us to be the eyes and the ears of the station," he explains, but adds that "we can only advise and suggest to station management." To give his new staff the true flavor of WBC's stations, last May he took the group on an 18-day get-acquainted junket.

Mr. Israel resides in Scarsdale, N.Y., a commuting arrangement that seems like a breeze after that Pittsburgh-Minneapolis stint. He is married to the former Audrey Westerman of Kensington, Pa. They have two children—Susan, 5, and Howard, 3.

The hidden persuader

IT is said that examining the teeth of a gift horse is a mark of ingratitude. We must reject that notion, however, in the case of ASCAP's announced offer of lower music-license rates to 2,000 radio stations. At least a routine examination is indicated, if only on the theory that some day we may wish to know what bit us.

When a big block of ASCAP radio licenses expired last Dec. 31, ASCAP moved obliquely to raise the rates. The licenses were worth up to twice what was being paid for them, the society argued, but time was short and in the interests of amity and orderliness it would permit renewal at the old rates for one year while the new terms were being worked out.

Whether ASCAP actually expected to get the rates increased is a question which later developments made moot. Some 700 stations, who had banded together in formation and support of the All-Industry Radio Music License Committee, elected to fight. They won an approximate 9% reduction in radio's total payments and their victory is slated to be made official by court signature under the ASCAP consent decree any week now.

Meanwhile, back at the society, some 970 stations had signed one-year renewals and 1,050 others held licenses which did not expire Dec. 31. And now ASCAP has offered to these stations the same benefits won by the 700 (BROADCASTING, Aug. 24).

This, in our view, is as it should be. ASCAP modestly explains that under its consent decree there is no other course. But there are other legal experts, not paid by ASCAP, who have said such generosity is not necessary. We have here the reverse of the usual situation in litigated matters. When lawyers voluntarily interpret the law in a way that will cost their clients money, as ASCAP's have done, our faith in immutable principles is shaken and we begin to look for hidden meanings.

Can it be that ASCAP is looking ahead to the time when there will be other negotiations involving broadcasters, who undoubtedly will again elect a committee and solicit industry-wide support? Is it planting the thought that stations which support such efforts are wasting their money—that the benefits, if any, will come to them anyway? Is this a divisive tactic, calculated to separate such committees from the money they must have to operate, and thus in effect to eliminate organized opposition?

Perhaps it would not be fair to say that the answer to all these questions is "yes." We've had so little experience with ASCAP gift horses that we find it hard to evaluate them. But the intent doesn't matter if the result is the same. Stations would be idiotic if they allowed themselves to be hoodwinked, intentionally or not, into thinking they need not stand together on matters such as these. In the meantime the 2,000 would do well to remember that they are in the debt of 700.

Death and taxes

BROADCASTERS, along with others doing business in interstate commerce, will be spared the harassment of facing the tax collectors in all 50 of these United States, thanks to legislation in the final processes last week.

Senate and House conferees have produced a compromise bill to prohibit levying state income taxes against out-of-state firms maintaining only salesmen in the states involved. The effect is to negate a Supreme Court decision of last February.

As we observed following the court's 6-2 ruling, the decision, if invoked, could have loaded stations, along with all those with whom they do business, with the worst tax burden since federal taxes were imposed. Fortunately there were alert legislators who saw the grave threat, particularly to smaller businesses, and the possibility of double-taxation of profits from the same transaction.

While this major threat appears to have been parried, it is by no means the only one confronting broadcasters and other media groups. Still caught in Internal Revenue Service involvements is the West Coast IRS ruling of last May on amortization of feature films on tv, which could run into millions in back payments if applied nationally (BROADCASTING, May 25). There's also the IRS ruling on institutional advertising as a legitimate business expense which, if sustained, could put a crimp in literally tens of millions in advertising in all media, and which flies in the face of the First Amendment guarantee of freedom for communications media.

Robert M. Feemster, chairman of Dow Jones & Co. *(Wall Street Journal)* and past chairman of the Advertising Federation of America, told the American Bar Assn.'s convention in Miami last month of the encroachment on the public's right to be informed through the government's entry into advertising restrictions. In addition to the IRS rulings against institutional advertising, he cited, among others, the denial of the right to deduct dealers' advertising allowances prior to reckoning manufacturers' excise taxes; discriminatory municipal and state taxes on advertising, and state bans on advertising of certain businesses or professions.

With all these passes at advertising—at federal, state and local levels—it's clear that a job needs to be done to educate all government on the soundness of legitimate advertising. Under the action taken by the Congressional conferees on the restriction of powers of the states to tax interstate business, a Congressional study of that problem by the Senate Finance and the House Judiciary Committees, either jointly or separately, is proposed. It is to be hoped that these committees will give consideration to the whole area of media taxation and at all government levels.

In Ohio, a "right to advertise" law has been adopted. This also presents a handy vehicle to inculcate in all state governments the essentiality of advertising in our exploding economy. Other states should follow the Ohio lead, through state and local groups identified with advertising and marketing.

Drawn for BROADCASTING by Sid Hix

"Cleverest idea our agency has come up with for some time!"

Two kinds of husbands . . . one kind of television!

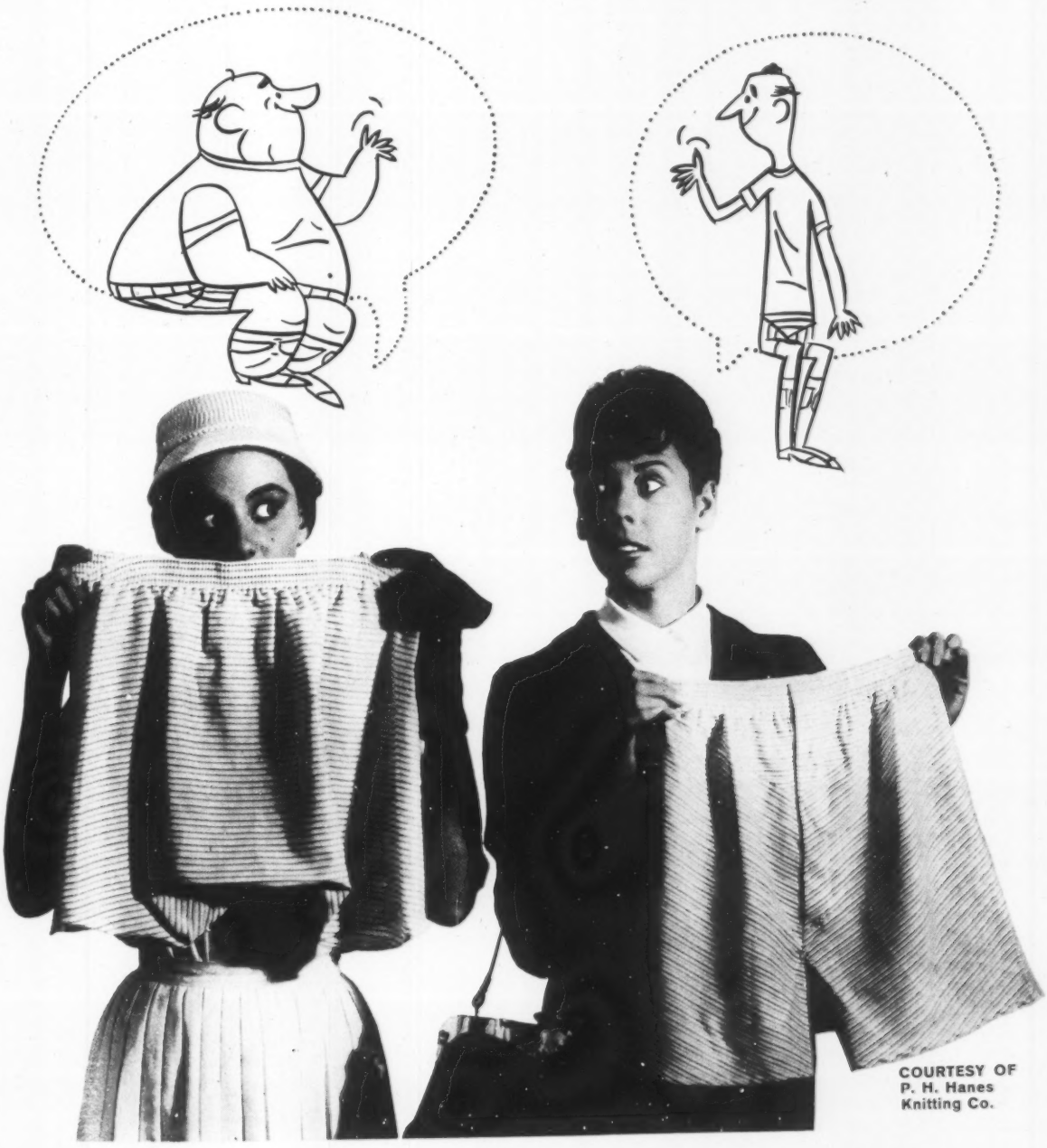
Husbands come in all shapes and sizes. So does KPRC television. Leave it to the program-wise wife to select the right KPRC television for her husband. One glance at the bias-cut says KPRC-TV will sell when he watches, never bind when he turns away. Always comfortable. Assorted sizes, in programs, spot announcements, participations.

KPRC-TV
HOUSTON

Edward Petry & Co., National Representatives

NBC MAXIMUM SERVICE TELECASTER MST

television for big and little



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